

The Original Plant-Powered Drink.



However your guests like to stay refreshed, V8® offers a full portfolio of plant-powered choices.





Plant-powered and filled with purpose.

For more than 75 years, the V8® portfolio has brought vegetable nutrition to people in simple new ways. Containing fruit and vegetables in every product, V8® is shelf-stable and crafted with purpose for total flexibility. Deliver on your guests' thirst for better-for-you beverages and discover exciting ways to use V8® as an ingredient.



Learn more at campbellsfoodservice.com/V8.

What's happening with today's consumer?

Functional beverages remain on the rise. 62% of consumers see beverages as an important part of their health and wellness*. Key benefits include:

- Energy
- Satiety
- Hydration

On average, 65% of consumers always have a beverage on hand*.

73% of Millennials
63% of Gen X
58% of Boomers



10%

of consumers say they've stretched their snack expectations to encompass beverages*.



Great in flavor, great in recipes. V8® Vegetable Juice is a perfect ingredient in a variety of

on-trend cuisines.



- Mexican
- Cuban
- Mediterranean
- Indian

Seafood Cocktail made with V8® Spicy Hot 100% Vegetable Juice



The choice is clear.



More than half of millennials like their beverages to do something for them*.

V8® Vegetable Juice, V8 +Energy® and V8 +HYDRATE® are lower in calories than a sugary juice.



V8® Vegetable Juice

It's the beverage
you can leverage.

Today's customers are searching for more functional grab-and-go beverages, and you're on the lookout for harder-working ingredients. V8® Vegetable Juice delivers on both. It's available in a range of sizes and formats to provide convenient vegetable nutrition for your customers, not to mention a versatile better-for-you ingredient for your recipes.

- 2 Full Servings of Vegetables per 8 oz
- Excellent Source of Vitamin A & C
- No Added Sugar
- Non-GMO
- No Artificial Colors

Mexican Scrambled Eggs made with V8® Spicy Hot 100% Vegetable Juice and Pace® Salsa

Spice up a breakfast staple with Spanish chorizo, cilantro, crumbled queso fresco, Pace® Salsa and V8® Spicy Hot 100% Vegetable Juice.



For culinary inspiration, visit campbellsfoodservice.com/menumakers.

V8® Vegetable Juice Single-serve

Essential Antioxidants 100% Vegetable Juice			FS GF V
5.5 oz. can	Product Code: 11978	Pack/Size: 48/5.5 oz.	
Low Sodium 100% Vegetable Juice			FS LS GF V
5.5 oz. can	Product Code: 00067	Pack/Size: 48/5.5 oz.	
Original 100% Vegetable Juice			FS GF V
5.5 oz. can	Product Code: 00020	Pack/Size: 48/5.5 oz.	
Original 100% Vegetable Juice (24-pack)			FS GF V
5.5 oz. can	Product Code: 19069	Pack/Size: 1-24pk/11.5 oz.	
Spicy Hot 100% Vegetable Juice			FS GF V
5.5 oz. can	Product Code: 00004	Pack/Size: 48/5.5 oz.	
Low Sodium 100% Vegetable Juice			FS LS GF V
11.5 oz. can	Product Code: 17086	Pack/Size: 24/11.5 oz.	
Original 100% Vegetable Juice			FS GF V
11.5 oz. can	Product Code: 15316	Pack/Size: 24/11.5 oz.	
Original 100% Vegetable Juice (6-pack)			FS GF V
11.5 oz. can	Product Code: 15319	Pack/Size: 4-6pk/11.5 oz.	
Spicy Hot 100% Vegetable Juice			FS GF V
11.5 oz. can	Product Code: 04285	Pack/Size: 24/11.5 oz.	
Original 100% Vegetable Juice			FS GF V
12 oz. pet	Product Code: 13804	Pack/Size: 12/12 oz.	
Original 100% Vegetable Juice			FS GF V
12 oz. pet	Product Code: 13803	Pack/Size: 24/12 oz.	
Spicy Hot 100% Vegetable Juice			FS GF V
12 oz. pet	Product Code: 13802	Pack/Size: 12/12 oz.	

Black Bean and Oyster Mushroom Enchiladas made with V8® Spicy Hot 100% Vegetable Juice

A truly delightful vegetarian option, this dish is made with a mixture of black beans and roasted mushrooms filled in a corn tortilla and baked with a chipotle tomato sauce.



V8® Vegetable Juice Multi-serve

Original 100% Vegetable Juice			FS GF V
32 oz. pet	Product Code: 18954	Pack/Size: 8/32 oz.	
100% Vitamins A, C, E Vegetable Juice			FS GF V
46 oz. pet	Product Code: 20612	Pack/Size: 6/46 oz.	
Bloody Mary Mix			FS GF V
46 oz. pet	Product Code: 20655	Pack/Size: 6/46 oz.	
Low Sodium 100% Vegetable Juice			FS LS GF V
46 oz. pet	Product Code: 20616	Pack/Size: 6/46 oz.	
Low Sodium Spicy Hot 100% Vegetable Juice			FS LS GF V
46 oz. pet	Product Code: 20807	Pack/Size: 6/46 oz.	
Original 100% Vegetable Juice			FS GF V
46 oz. pet	Product Code: 20808	Pack/Size: 6/46 oz.	
Spicy Hot 100% Vegetable Juice			FS GF V
46 oz. pet	Product Code: 20611	Pack/Size: 6/46 oz.	
Original 100% Vegetable Juice			FS GF V
46 oz. can	Product Code: 00336	Pack/Size: 12/46 oz.	

Health and Ingredient Claim Key

FS Full Serving of Vegetables	LS Low Sodium
GF Gluten Free	V Vegetarian



V8 +Energy®

Serve a better boost.

Energy peaks in the morning as consumers wake up, but some also look for a boost after lunch and dinner. Offer on-the-go guests a steady energy alternative that's available in still or sparkling varieties, and complete with fruits and vegetables in every can.

- 1 Combined Serving of Veggies and Fruit
- Excellent Source of B Vitamins Per Serving
- 50% Less Calories & Sugar Than a Leading Energy Drink
- No Sugar Added
- Non-GMO
- No Artificial Colors
- Gluten Free

Blueberry Pomegranate Mojito



This traditional Cuban rum cocktail gets juiced by the delicious flavor of V8 +Energy® Pomegranate Blueberry. Staying close to the classic mojito flavors, you'll still find refreshing mint and the citrus punch of fresh lime juice that you know and love. Leverage +Energy in your bar program, including your mocktail menus.



V8 +Energy® Still

Orange Pineapple (6 Pack)			FV	LS	GF	V
8 oz. can	Product Code: 20195	Pack/Size: 24/8 oz.				
Peach Mango (6 Pack)			FV	LS	GF	V
8 oz. can	Product Code: 19625	Pack/Size: 24/8 oz.				
Pomegranate Blueberry (6 Pack)			FV	LS	GF	V
8 oz. can	Product Code: 19624	Pack/Size: 24/8 oz.				
Orange Pineapple			FV	LS	GF	V
11.5 oz. can	Product Code: 27292	Pack/Size: 12/11.5 oz.				
Peach Mango			FV	LS	GF	V
11.5 oz. can	Product Code: 27294	Pack/Size: 12/11.5 oz.				
Pomegranate Blueberry			FV	LS	GF	V
11.5 oz. can	Product Code: 27293	Pack/Size: 12/11.5 oz.				

V8 +Energy® Sparkling

Black Cherry			FV	LS	GF	V
11.5 oz. can	Product Code: 27625	Pack/Size: 12/11.5 oz.				
Lemon Lime			FV	LS	GF	V
11.5 oz. can	Product Code: 27627	Pack/Size: 12/11.5 oz.				
Orange Pineapple			FV	LS	GF	V
11.5 oz. can	Product Code: 27633	Pack/Size: 12/11.5 oz.				
Strawberry Kiwi			FV	LS	GF	V
11.5 oz. can	Product Code: 27623	Pack/Size: 12/11.5 oz.				

Health and Ingredient Claim Key

FV	Full Serving of Fruit or Vegetables	LS	Low Sodium
GF	Gluten Free	V	Vegetarian



Learn more at campbellsfoodservice.com/V8.

V8 +Hydrate®

Refresh guests
in refreshing ways.

Excite customers by offering
plant-based hydration in four
irresistible flavors. Serve as a
grab-and-go choice or delight your
cocktail crowd with drink recipes.

- 1 Full Serving of Vegetables
- Isotonic to Replenish Fluids
and Nutrients Quickly
- Natural Electrolytes from Sweet Potato Juice
- No Sugar Added
- Non-GMO
- No Artificial Sweeteners
- Gluten Free

Strawberry Cucumber Gin Fizz



Spicy and sweet with a little
fizz, this aromatic gin drink will
make you look like a professional
mixologist. The refreshing blend of
strawberry cucumber and lavender
bitters nicely complements the
peppercorn simple syrup and
ginger beer. Try it as a mocktail
or as a signature brunch drink.



V8 +Hydrate®

Blueberry Acai 11.5 oz. can	Product Code: 27542	Pack/Size: 12/11.5 oz.	FS LS GF V
Coconut Watermelon 11.5 oz. can	Product Code: 27082	Pack/Size: 12/11.5 oz.	FS LS GF V
Orange Grapefruit 11.5 oz. can	Product Code: 27083	Pack/Size: 12/11.5 oz.	FS LS GF V
Strawberry Cucumber 11.5 oz. can	Product Code: 26976	Pack/Size: 12/11.5 oz.	FS LS GF V

Health and Ingredient Claim Key

FS Full Serving of Vegetables **LS** Low Sodium
GF Gluten Free **V** Vegetarian

Get full recipe at
campbellsfoodservice.com.



*In a test, consumers preferred the taste of V8 +HYDRATE® Strawberry Cucumber to category leader Vita Coco Pure Coconut Water.

We're here to support you.



Menu Makers Brochure

Visit campbellsfoodservice.com for tools and support.

- Product specification sheets
- Nutritional Information and ingredients
- Culinary inspiration and recipe database

V8® = Vegetables = Versatility = A Win

Our goal has always been to get more veggies into people's diets. V8® 100% Vegetable Juice is made with different vegetables and the result is a unique and satisfying juice blend that's full of essential nutrients that consumers need. It's also extremely versatile and allows you to get creative while providing guests with delicious veggie-packed dishes.

Our Nutrients

Potassium

97% of people do not include enough potassium in their diets*. This important electrolyte is involved in muscle contraction, fluid balance, and other essential cell function. V8® 100% Vegetable Juice provides a good source of potassium.

Vitamin C

An antioxidant that's important for skin, bones and collagen production and also helps support the immune system.

Vitamin A

An antioxidant that helps with vision, supports the immune system and other cellular functions.

Lycopene

An antioxidant that gives tomatoes their red coloring and may help protect cells from damage.



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