

VALUE REBATE

Engineer Your Menu Strategy to Provide Value

EARN UP TO \$500

Minimum Rebate: 5 Cases
Maximum Rebate: \$500
May 1, 2025 - August 31, 2025

Consumers are searching for deals when ordering.

Appeal to consumers by:

- Offering deals and shareable options
- Leaning on LTOs to make promos more attractive
- Support labor savings where it counts

43%

of consumers are likely to order a Soup with a full or half sandwich¹

Campbell's
Foodservice



Kettle Brand® Sea Salt Chips
pairs well with a turkey sandwich or
Campbell's® Culinary Reserve
Chicken Noodle Soup



Kettle Brand® Sea Salt & Vinegar Chips
pairs well with a veggie sub or
Campbell's® Culinary Reserve
Hearty Beef Chili with Beans

Tips to Create Effective Combo Meals and Pairings

Offer a minimum 10% discount on an item when it's part of a combo - boost overall profit due to the larger purchase.

Create bundles that deliver more bang for the buck featuring your most popular pairings.

Bundle chips with your soup offerings—kettle chips are the 2nd most popular food category consumers want with soup.¹

Leverage LTOs to offset culinary complexity and demonstrate value

Cross-utilizing ingredients as a way to keep costs and waste down. Create small twists on classics to meet the demand for something new.

Emphasize the attributes that are important to your customers. Promote quality and elevate soup as center of the plate

By choosing versatile ingredients, operators can fuel the volume of items across the menu through dayparts, preparation techniques, and formats.

Save time and labor with our frozen soup portfolio

3

Lock in Freshness, Maximize Inventory, Reduce Waste

75%
Profit

Pouch: (4lb Pouches, 4-Pack)

- **Improves BOH consistency** - Boil in pouch
- **Speed Prep Time** - Multiple varieties can be prepared in one container

84%
Profit

Condensed Tub: (4lb Tub/Tray, 3-Pack)

- **Proprietary Cold Fill Process** - Great garnish integrity
- **Water Reconstitution** - Formulated with fresh cream without requiring milk reconstitution (\$ savings!)
- **Benefit to the Environment** - Shipping less product per case (sans water) saves on greenhouse gas (CO2) emissions

Kettle Brand® Jalapeno Chips
pairs well with a roast beef sandwich or
Campbell's® Culinary Reserve
Roasted Red Pepper & Smoked Gouda Bisque



¹Technomic, Inc. US Soup & Salad Report 2022, ²Campbell Branded Price List 8.22.23, Best Bracket, includes 25% distributor markup
³Campbell Branded Price List 8.22.23, Best Bracket, includes 25% distributor mark up 2024 Technomics, Average Price of Soup in LSR

Reducing labor cost means you can shift kitchen responsibilities

A test kitchen comparison of five Campbell's® Culinary Reserve Pouch prepared soups versus in-house scratch soups, utilizing active prep time and labor, demonstrates how much you can actually save.³

NUMBERS DON'T LIE

We put Campbell's® Culinary Reserve to the test against in-house soups to show how much time is saved.⁴

CAMPBELL'S® CULINARY RESERVE ROASTED POBLANO & WHITE CHEDDAR SOUP WITH TOMATILLOS



Ready in 3 minutes
compared with 54
minutes for scratch
prepared

CAMPBELL'S® CULINARY RESERVE ROASTED RED PEPPER & SMOKED GOUDA BISQUE



3 minutes until guest
ready versus 42
minutes for scratch
prepared

Campbell's
Foodservice




































²Datassential Quick Service Restaurant Segment Guide 2023

⁴Based on 2018 lab tests by fsSTRATEGY Inc., assuming operators use pre-cut vegetables to produce their scratch soups.
Average time saved of the five soups tested is 33 minutes. Labor and elapsed time savings are greater if operators cut their own vegetables.

Value Rebate Promotion Earn Up To \$500!

Maximum Rebate \$500
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Campbell's
**CULINARY
RESERVE**

Number of Cases	Product Name	Case Code	Distr. Code	Pack/Size	Rebate Amount	Rebate Amount
Campbell's® Culinary Reserve - Frozen Soups - Pouch						
	New England Clam Chowder	29009		4/4 lb	\$5.00	
	Roasted Red Pepper Tomato & Gouda 	16835		4/4 lb	\$5.00	
	Broadway Basil & Tomato Bisque	21081		4/4 lb	\$5.00	
	Roasted Poblano & White Cheddar Soup with Tomatillos  	26832		4/4 lb	\$5.00	
	Wicked Thai Style Chicken & Rice Soup	20805		4/4 lb	\$5.00	
	Aged White Cheddar and Cauliflower Bisque  	28265		4/4 lb	\$5.00	
	Chicken Tortilla	20304		4/4 lb	\$5.00	
	Hearty Beef Chili With Beans 	20300		4/4 lb	\$5.00	
	Southwest Vegetarian Chili  	20602		4/4 lb	\$5.00	
	Savory Beef Chili w Spicy Pepper Trio 	23424		4/4 lb	\$5.00	
	Baja Style Chicken Enchilada	28744		4/4 lb	\$5.00	
	Lobster Bisque with Sherry	21068		4/4 lb	\$5.00	
	Chicken Noodle Soup 	20303		4/4 lb	\$5.00	
	Broccoli Cheddar Soup  	20301		4/4 lb	\$5.00	
	Reduced Sodium Chicken Noodle	27443		4/4 lb	\$5.00	
	Reduced Sodium Tomato Basil   	27444		4/4 lb	\$5.00	
	Reduced Sodium Vegan Vegetable    	27445		4/4 lb	\$5.00	
	Reserve Cuban-Style Black Bean   	29166		4/4 lb	\$5.00	
	Italian-Style Wedding	29086		4/4 lb	\$5.00	
	Mexican Street Corn  	27926		4/4 lb	\$5.00	
	Spicy Harissa White Bean   	29168		4/4 lb	\$5.00	
Campbell's® Culinary Reserve - Frozen Soups - Tub						
	Italian Style Wedding 	10428		3/4 lb	\$5.00	
	Minestrone  	08167		3/4 lb	\$5.00	
	Beef & Barley With Vegetables 	08163		3/4 lb	\$5.00	
	Chli Con Carne 	08186		3/4 lb	\$5.00	
	Vegetarian Garden Vegetable    	11340		3/4 lb	\$5.00	
	Creamy Tomato Basil Bisque 	14903		3/4 lb	\$5.00	
	Chicken & Dumplings	11919		3/4 lb	\$5.00	
	Homestyle Chicken Noodle 	08169		3/4 lb	\$5.00	
	Golden Broccoli Cheese  	08558		3/4 lb	\$5.00	
	Healthy Request Harvest Tomato with Basil    	19120		3/4 lb	\$5.00	
	Healthy Request Mediterranean Style Vegetable     	19123		3/4 lb	\$5.00	
	Creamy Tomato Basil Bisque - RETAIL READY 	18483		3/4 lb	\$5.00	
	Italian-Style Wedding - RETAIL READY	18487		3/4 lb	\$5.00	
	Minestrone - RETAIL READY 	18490		3/4 lb	\$5.00	
	Vegetable Beef with Barley - RETAIL READY	18496		3/4 lb	\$5.00	

Claims Key

 Vegetarian  Vegan  Gluten Free  Low Fat  Calorie Wise - 100 calories or less per serving

 Healthy Request®

Campbell's
Foodservice

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Number of Cases	Product Name		Case Code	Distr. Code	Pack/Size	Rebate Amount	Rebate Amount
Kettle Brand® Chips							
	Sea Salt - 1.5 oz	V VG GF NON GMO	803077		24/1.5 oz	\$2.00	
	Sea Salt & Vinegar - 1.5 oz	V VG GF NON GMO	803082		24/1.5 oz	\$2.00	
	Backyard Barbeque - 1.5 oz	GF NON GMO	803079		24/1.5 oz	\$2.00	
	Jalapeno - 1.5 oz	V VG GF NON GMO	803078		24/1.5 oz	\$2.00	
	Sea Salt - 1 oz	LS V VG GF NON GMO	109594		72/1 oz	\$2.00	
	Jalapeno - 1 oz	V VG GF NON GMO	109504		72/1 oz	\$2.00	
	Backyard Barbeque - 1 oz	LS V VG GF NON GMO	109453		72/1 oz	\$2.00	
	Backyard Barbeque - 2 oz	GF NON GMO	108433		24/2 oz	\$2.00	
	Honey Dijon - 2 oz	GF NON GMO	109479		24/2 oz	\$2.00	
	Jalapeno - 2 oz	V VG GF NON GMO	108434		24/2 oz	\$2.00	
	Sea Salt - 2 oz	GF NON GMO	109570		24/2 oz	\$2.00	
	Sea Salt & Vinegar - 2 oz	GF NON GMO	108432		24/2 oz	\$2.00	
	Dill Pickle Krinkle Cut - 2 oz	V GF NON GMO	109717		24/2 oz	\$2.00	
Cape Cod® Chips							
	Salted Potato Chips - 1 oz	LS GF V NON GMO	112158		88/1 oz	\$2.00	
	40% Less Fat Potato Chips - 1.5 oz	GF NON GMO	112036		56/1.5 oz	\$2.00	
	40% Less Fat Sweet Mesquite BBQ Chips - 1.375 oz	GF V	112482		56/1.375 oz	\$2.00	
	Salted Potato Chips - 1.5 oz	GF V NON GMO	112037		56/1.5 oz	\$2.00	
	Sea Salt & Vinegar Potato Chips - 1.5 oz	GF V	112038		56/1.5 oz	\$2.00	

Claims Key

V Vegetarian **GF** Gluten Free **VG** Vegan **LS** Low Sodium **NON GMO** Non-GMO

Total Cases	Total \$

Name of Operation			
First Name	Last Name	Title	
Street Address (no PO Boxes)	City	State	Zip Code
Country	Business Phone Number, Ext.	Email Address	
Distributor	City	State	Zip Code

By submitting this form, you agree to receive marketing communications, such as product information, services, discount offers and promotions, from Campbell's Foodservice. You may opt out at any time. www.campbellsoupcompany.com/privacy-policy/ ☐ Opt Out

TERMS AND CONDITIONS:

Send original completed claim form and distributor invoices to:
Campbell's Foodservice Rebate Processing
Value Story Promotion
PO Box 1032 • Dept. R13837 • Grand Rapids, MN 55745
or email to cfsrebatesinfo@apfco.com

- A. This rebate offer applies to foodservice operators only.
- B. Checks will be made payable to corporate entities only, and not to individuals.
- C. Offer good only in the U.S.A.
- D. Applies only on eligible Campbell's products purchased between 5/1/2025 - 8/31/2025.
- E. This rebate offer may not be combined with any other offer during the same period.
- F. This rebate cannot be duplicated, assigned or transferred by an operator.
- G. Allow 6-10 weeks for payment of rebate.
- H. Minimum rebate 5 cases; maximum rebate \$500.
- I. Distributors or Corporate Headquarters may not redeem on behalf of operators.
- J. Club stores, vending suppliers, c-stores, retail outlets and retail distributors are excluded.
- K. All submissions must be received by 9/30/2025.
- L. Campbell's Foodservice is not responsible for lost, late or misdirected submissions.

Foodservice Solutions
Find product information and additional support at campbellsfoodservice.com

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