



The V is for Vegetables.TM
 And V8[®] is for fueling sales.



Revitalize your customers and your beverage program with simple vegetable nutrition.





The V is for Vegetables.™

And V8® is for your guests.

Americans are snacking more throughout the day. As their eating habits shift, it's the perfect time to rethink your beverage program. The V8® portfolio is full of fruit and vegetable juice blends that meet guests' demand for functional, nutritious snacks. Satisfy cravings and fuel guests on the go with our delicious fruit and vegetable juice blends.



What's happening with today's consumer?

Functional beverages are on the rise—especially among younger consumers—with these key benefits sought:

- ° Energy
- ° Satiety
- ° Cognitive Health
- ° Digestion



Attract incremental consumers, including millennial women, to the energy drink category.



The V is for Vegetables.™

The choice is clear.

Snacking occasions continue to expand

in both definition and daypart.



V8® outpaces the competition on health-related and ingredient-based statements.

V8® showcases transparency through consumer communications and labels.

V8® Red, V8® Blends and V8® +Energy are lower in sugar than most of their competitive set.

of consumers define a snack as "any item."

71%



The V is for Vegetables.™

And V8® is for any time of the day.

Breakfast



Help guests get steady energy with a flavorful alternative to coffee, tea and other energy drinks



Offer a delicious swap for traditional juice with these fruity blends



Give guests a full serving of vegetables to jump-start the morning right

AM snack



Power guests through the midmorning with fruit and vegetable nutrition they can feel good about



Be sure guests who skipped breakfast have satisfying snack options

Lunch

Offer fruit and vegetable



nutrition to complement lunch

PM snack



Provide steady energy from natural green tea for positive energy with no regrets



Give guests a refreshing afternoon treat



The V is for Vegetables.™

And V8® is for variety.

V8® Red



Vegetables are the #1 food customers try to include in their diet, and “full serving” is a top claim sought after.

	PRODUCT CODE	CASE PACK
100% Vegetable Juice	00020	48/5.5 oz Cans
100% Vegetable Juice with Vitamins A, C, E	11978	48/5.5 oz Cans
100% Vegetable Juice Low Sodium	00067	48/5.5 oz Cans
100% Vegetable Juice Spicy Hot	00004	48/5.5 oz Cans
Vegetable Juice (6 Pack)	17412	24/5.5 oz Cans
100% Vegetable Juice	15316	24/11.5 oz Cans
Vegetable Juice (6 Pack)	15319	24/11.5 oz Cans
100% Vegetable Juice Spicy Hot	04285	24/11.5 oz Cans
100% Vegetable Juice Low Sodium	17086	24/11.5 oz Cans
100% Vegetable Juice	13804	12/12 oz PET
100% Vegetable Juice Spicy Hot	13802	12/12 oz PET
100% Vegetable Juice	13803	24/12 oz PET

2 Full Servings of Vegetables per 8 oz

Excellent Source of Vitamin C

Good Source of Vitamin A and Potassium

Gluten Free

No Artificial Colors, Flavors or Preservatives

100% Vegetable Juice

No Added Sugar

V8® Blends



V8® V-Fusion Blends juice buyers spend 58% more on the category compared with other shoppers.

	PRODUCT CODE	CASE PACK
V8® BLENDS (LOWER SUGAR) Healthy Greens	21796	12/12 oz PET
V8® BLENDS (100% JUICE)		
Pomegranate Blueberry (6 Pack)	18867	24/8 oz Cans
Strawberry Banana (6 Pack)	18866	24/8 oz Cans
Strawberry Banana	15855	12/12 oz PET
Pomegranate Blueberry	16982	12/12 oz PET

Blends Lower Sugar (75% Juice)
1.5 Full Servings of Vegetables per 12 oz

Blends 100% Juice
1 Serving of Vegetables and 1 Serving of Fruit per 8 oz

Antioxidant Vitamins A and C

No Artificial Colors, Flavors or Preservatives

No Added Sugar or Artificial Sweeteners

V8® +Energy



Millennials especially are looking for a great-tasting, healthier energy alternative with ingredients they can pronounce.

	PRODUCT CODE	CASE PACK
+ENERGY STILL Peach Mango (6 Pack)	19625	24/8 oz Cans
Peach Mango	19620	24/8 oz Cans
Pomegranate Blueberry (6 Pack)	19624	24/8 oz Cans
Pomegranate Blueberry	19621	24/8 oz Cans
+ENERGY SPARKLING		
Blackberry Cranberry	22806	12/12 oz Cans
Orange Pineapple	22808	12/12 oz Cans
White Grape Raspberry	22807	12/12 oz Cans

1 Combined Serving of Fruit and Vegetables

Natural Energy from Green Tea Extract

No Artificial Colors or Flavors

60 Calories or Less per Can

Excellent Source of Vitamins B and C

80mg Caffeine per Container





Think
beyond
traditional
coolers.



Shelf
stable

Consider:

Adding to impulse areas, such as near the cash register or bagged snack shelves

Incorporating into prepacked grab-and-go bundles

Promoting near a salad bar or fresh fruit as a healthier beverage option

Refrigerated coolers are optional—so V8® can be merchandised anywhere in your operation to help boost beverage sales.

Grab-and-Go Case Study

The problem:

One of the largest vending operators in the U.S. was seeing declining trends in the smoothie category in its micro markets

The solution:

Campbell's Foodservice replaced a leading smoothie brand's stand-alone coolers with V8® coolers and filled them with its best sellers

The results:

Operators typically preferred the cost and extended shelf life of V8®

Guests typically preferred the cost, lower-calorie options, and fruit-and-veggie nutrition V8® delivers

Want more specifics?

Please reach out, and we will give you all the details



Learn more at
campbellsfoodservice.com/V8.