

FROZEN SOUP



**YOUNGER
GUESTS
WANT MORE.
EXPECT MORE.**
And
SPEND MORE.



YOUNGER GUESTS



Millennials' and Gen Z's purchasing power is set to surpass baby boomers' in 2018.³ To get them spending in your operation, here are some trends to watch:

- VG** Vegan and vegetable soups are on the rise at LSRs¹
- GF** Gluten-free soups were up 10% from 2015–2017 at FSRs¹
- E** Spicy and ethnic flavors are trending up in soup menus at LSRs¹
- NAE** Antibiotic-free claims are up 14% at top 1,000 restaurants from 2017–2018⁴

Millennials eat the highest share of their meals in restaurants and are the most likely to have purchased prepared meals.³ Along with Gen Z, they are also paying more for meals that are authentic and/or specialty diet specific. At Campbell's, we're committed to selling you products you can trust that will meet these desires in a manner that keeps your operation running smoothly.

¹Technomic Soup & Salad Consumer Trend Report, 2018

²Technomic MenuMonitor, Q1 2017–Q1 2018

³Technomic College & University Consumer Trend Report, 2017

⁴<https://www.inc.com/business-insider/millennials-food-industry-preferences-eating-out-restaurant-prepared-meals-catering.html>

LSR – Limited-Service Restaurants FSR – Full-Service Restaurants



See the other side for flavors that resonate with this audience.

WHY CAMPBELL'S® FROZEN SOUPS ARE GOOD FOR THIS AUDIENCE:

high
VALUE

quickly
PREPARED

SPECIALTY DIET
options.

span
MULTIPLE DAYPARTS

lots of
VARIETY

chicken raised
WITHOUT ANTIBIOTICS

AND THEY MAKE GUESTS
feel good

Here's a sample of soups that speak to your younger guests:

Product Name	E	GF	V	VG	NAE	Case Code	Pack/Size
Reserve Roasted Red Pepper & Smoked Gouda Bisque			V			16835	4/4 lb. pouch
Signature Chicken Tortilla					NAE	20304	4/4 lb. pouch
Signature Harvest Butternut Squash			V			20597	4/4 lb. pouch
Signature Vegan Vegetable			V	VG		20600	4/4 lb. pouch
Signature Southwestern Vegetarian Chili			V	VG		20602	4/4 lb. pouch
Reserve Wicked Thai Style Chicken & Rice Soup	E				NAE	20805	4/4 lb. pouch
Reserve Mushroom Brie Bisque with Madeira Wine						21074	4/4 lb. pouch
Reserve Tequila Spiked Fiesta Chicken Soup		GF			NAE	21076	4/4 lb. pouch
Reserve Broadway Basil & Tomato Bisque						21081	4/4 lb. pouch
Reserve Jambalaya with Chicken, Sausage & Ham	E				NAE	21083	4/4 lb. pouch
Reserve Creamy Chicken Soup with White & Wild Rice					NAE	21092	4/4 lb. pouch
Reserve Minestrone Soup with Garden Vegetables			V			21093	4/4 lb. pouch
Reserve Butternut Squash Soup with Curry			V			21112	4/4 lb. pouch
Signature Cheesy Chicken Tortilla Soup		GF			NAE	21479	4/4 lb. pouch
Reserve Chicken Pho Broth	E					21847	4/3 lb. pouch
Reserve Thai Green Curry Sauce	E					21848	4/3 lb. pouch
Reserve Spicy Thai Style Chicken Soup	E				NAE	21849	4/3 lb. pouch
Reserve Vegetable Pho Broth	E		V	VG		21850	4/3 lb. pouch
Signature Italian Style Wedding						22963	4/4 lb. pouch
Reserve Red Lentil Vegetable Soup			V	VG		23206	4/4 lb. pouch
Signature French Onion		GF				23422	4/4 lb. pouch
Reserve Latin Farro Pozole	E					23423	4/4 lb. pouch
Signature Carrot, Parsnip & Ginger			V			24659	4/4 lb. pouch
Reserve Creamy Cauliflower, Quinoa & Fontina			V			24691	4/4 lb. pouch
Reserve Creole Style Black Eyed Peas & Farro	E		V	VG		24845	4/4 lb. pouch
Signature Tomato Bisque with Basil			V			24878	4/4 lb. pouch
Reserve Roasted Poblano & White Cheddar Soup with Tomatillos		GF	V			26832	4/4 lb. pouch



Signature Harvest
Butternut Squash



Signature Southwestern
Vegetarian Chili



Signature Carrot,
Parship & Ginger



Visit campbellsfoodservice.com/frozensoup to learn more.