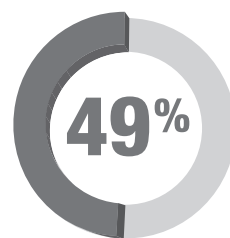


SOUP DRIVES TRAFFIC

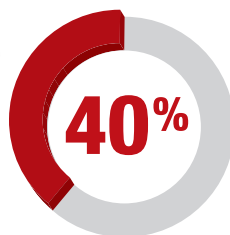
Soup adds value to the menu and increases consumer satisfaction.



SOUP DELIGHTS GUESTS

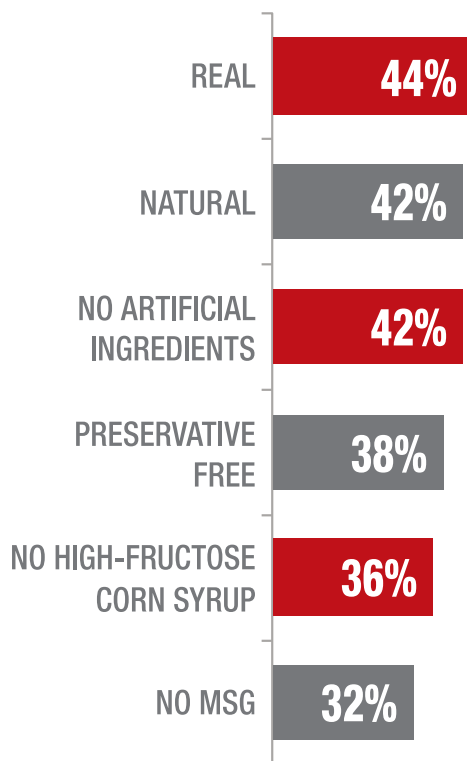


of guests who order soup order it at least **ONCE A MONTH**



of guests **MAKE SPECIAL TRIPS** to restaurants to enjoy soup

GUESTS WILL PAY MORE FOR SOUP WITH HEALTH CLAIMS:



SOUP APPEALS TO YOUNGER GUESTS

Younger consumers in particular say they'd visit a restaurant specifically for its soup

- Tastes good
- Feels good
- Consistent quality



- Spicy flavors
- Ethnic flavors
- Unique flavors
- New flavors

TOP-SELLING CAMPBELL'S® SKUS IN REGIONAL CHAINS



SAVE LABOR

Campbell's® prepared soups vs. in-house soups:

51 MINUTES OF ACTIVE LABOR **SAVED**



Scratch prepared soups:
54 mins. of active labor

Campbell's® prepared soups:
3 mins. until it's guest-ready

Reserve Roasted Poblano & White Cheddar Soup with Tomatillos has been used as an example.¹

Less prep time means you can spend more time simplifying your operations, shifting kitchen responsibilities and reducing your overall labor.



Sources: Technomic Left Side of the Menu: Soup & Salad Consumer Trend Report, 2016 and 2018.

¹Based on 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.