

THINK OUTSIDE *the* BOWL

TO OFFER NUTRITIOUS, INNOVATIVE
DISHES THAT START WITH *Soup*

Trends in schools K-12

THE K-12 FOODSERVICE INDUSTRY
IS MAKING MENUS CLEANER BY:

Campbell's new portfolio

CAMPBELL HAS REVAMPED ITS SOUP
OFFERINGS TO MEET THESE NEEDS BY:

DIALING BACK SODIUM:

Low sodium/salt is the most
important claim schools look for when
buying canned soup for K-12.¹

SERVING MORE VEGETABLES:

Soups that offer a full serving
of vegetables is the second
most important claim.²

FOCUSING ON CLEAN LABEL FOODS:

56% of school districts are
serving cleaner label menu options
and 39% of districts not serving
cleaner label meals report they are
seeking out such options.³

LOWERING SODIUM:

Campbell's® Healthy Request®
50 ounce varieties have 390mg
of sodium per serving.*

*coming summer 2019

ADDING MORE VEGETABLES:

15 Campbell's® classic soup
products now offer a full
serving of vegetables.

CLEANING UP LABELS:

Campbell has eliminated added
MSG, high fructose corn syrup,
artificial flavors and colors
from artificial sources.
Chicken soups are made with
no-antibiotics-ever chicken meat.



Menu inspiration

Made with recrafted Campbell's® Healthy Request® Cream of Chicken Soup,
these dishes take soup beyond the bowl for exciting breakfast and lunch options

BREAKFAST CHICKEN WRAPS

Whole grain tortillas
with scrambled eggs,
cheese, chicken and
chicken-salsa gravy

CHICKEN BREAKFAST BISCUIT

Whole grain biscuit with
scrambled eggs, cheese,
spinach and peppered
chicken gravy

ALL-DAY
BREAKFAST MEAL
CONCEPTS have
mass appeal among
students⁴

BUFFALO CHICKEN MAC & CHEESE

Macaroni and cheese gets
extra protein from chicken
and added spice from chili
powder and Buffalo sauce

SOURCES:

1. Campbell's K-12 Digital Survey results
2. Campbell's K-12 Digital Survey results
3. SNA's The School Nutrition Trends Report 2017
4. The School Meal Innovation Lab initiative,
produced by Y-Pulse

Learn more about Campbell's recrafted line of soups
and check out more recipes at <https://www.campbellsfoodservice.com/>

