



YOUR SOUP MENU SHOULD  
CHANGE WITH THE SEASONS.

AND  
**SPRING**  
*is the*  
**PERFECT  
TIME FOR  
NEW BEGINNINGS.**

ABOUT  
**1/3**

OF CONSUMERS SAY  
PREFERENCES CHANGE  
DEPENDING ON THE  
SEASON<sup>1</sup>

CONSUMERS SAYING  
THEY'RE MORE LIKELY  
TO ORDER SOUP  
WHEN IT'S COLD  
OUTSIDE HAS DECREASED  
**14 PERCENTAGE  
POINTS<sup>2</sup>**



**TOMATO  
BASIL  
IS A SOUP  
THAT SPIKES IN  
THE SPRING<sup>3</sup>**



Campbell's® Reserve Broadway Basil & Tomato Bisque



<sup>1</sup>Technomic Flavor Consumer Trend Report, 2017 <sup>2</sup>Technomic Soup & Salad Consumer Trend Report, 2018 and 2016  
<sup>3</sup>The NPD Group SupplyTrack®, measured in pounds, latest 12 months, ending November 2017

Visit [campbellsfoodservice.com/fresh-for-the-season](http://campbellsfoodservice.com/fresh-for-the-season) for more information.



## PAIRINGS & TIPS

VEGETABLE



+



MALBEC

OR



ALE

**GARNISH TIP:** Add freshness with julienned carrots; diced, smoked or sautéed tomatoes; or roasted red peppers in balsamic syrup

TOMATO



+



GRENACHE

OR



BROWN ALE

**GARNISH TIP:** Add indulgence with sour cream, tomato concasse or fried basil

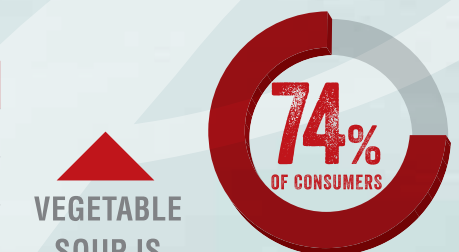


Campbell's® Signature Carrot, Parsnip & Ginger

# FIND *the* PERFECT SOUPS FOR SPRING WEATHER.



LIKE GINGER AS A  
SPRING FLAVOR<sup>1</sup>



VEGETABLE  
SOUP IS  
**TRENDING**  
AS AN  
**APPETIZER<sup>3</sup>**

SAY THEY'RE  
MORE LIKELY  
TO ORDER SOUP  
INCLUDING  
A SERVING OF  
VEGETABLES<sup>2</sup>

Product Name		Case Code	Pack/Size	Yield
Signature Tomato Bisque with Basil	V	24878	4/4 lb. pouch	256 oz.
Signature Creamy Tomato Basil Bisque	V	14903	3/4 lb. tub	384 oz.
Signature Tomato Florentine with Pasta		11925	3/4 lb. tub	384 oz.
Signature Tomato Tortellini		08182	3/4 lb. tub	384 oz.
Reserve Broadway Basil & Tomato Bisque		21081	4/4 lb. pouch	256 oz.
Reserve Roasted Red Pepper & Smoked Gouda Bisque	V	16835	4/4 lb. pouch	256 oz.
Signature Vegan Vegetable	V VG	20600	4/4 lb. pouch	256 oz.
Signature Vegetarian Garden Vegetable	GF V	11340	3/4 lb. tub	384 oz.
Signature Carrot, Parsnip & Ginger	V FS	24659	4/4 lb. pouch	256 oz.
Reserve Red Lentil Vegetable Soup	V VG	23206	4/4 lb. pouch	256 oz.

GF Gluten Free V Vegetarian VG Vegan FS Full Serving of Vegetables

<sup>1</sup>Technomic Season's Eatings, spring 2019 <sup>2</sup>Technomic Soup & Salad Consumer Trend Report, 2018 <sup>3</sup>Technomic MenuMonitor, Q1 2018



Visit [campbellsfoodservice.com/fresh-for-the-season](http://campbellsfoodservice.com/fresh-for-the-season) for more information.