

EATING PREFERENCES ARE CHANGING.

WE'RE HERE TO HELP YOU STAY
ahead of the curve.



Campbell's® Signature Harvest Butternut Squash

People everywhere are becoming more aware of what they're eating, and the result is guests with increasingly fragmented tastes. We can provide you with soup options that deliver a wide range of dietary needs, letting you focus on the menu items you do best instead of constantly pivoting to variable soup preferences. We can help you delight existing guests and attract new ones with offerings that fit into all types of diets.



Campbell's® Signature Southwestern Vegetarian Chili

42% OF CONSUMERS
SAY THEIR DEFINITION OF
HEALTH HAS CHANGED OVER
THE PAST TWO YEARS¹



GLUTEN FREE, VEGETARIAN AND VEGAN
ARE THE TOP HEALTHY CLAIMS²

GLUTEN-FREE SOUPS
WERE UP 10%
FROM 2015–2017 AT
FULL-SERVICE RESTAURANTS³

MORE **1/3** of global survey respondents
say they have an allergy or
intolerance to one or more foods⁴

43% of consumers are more likely to order soup described as **gluten free**
(21% are willing to pay more for it)³

38% of consumers are more likely to order soup described as **vegan**
(18% are willing to pay more for it)³

35% of consumers are more likely to order soup described as **vegetarian**
(17% are willing to pay more for it)³

¹Technomic Healthy Eating Consumer Trend Report, 2016

²Technomic Healthy Claims Menu Trends, 2018

³Technomic Soup & Salad Consumer Trend Report, 2018

⁴The Nielsen Company, Global Ingredient and Out-of-Home Dining Trends Report, August 2016



See the other side for soups that meet your guests' needs.

WE START EVERY RECIPE AT ZERO, CREATING SOUPS
THAT MEET NOT ONLY GUESTS' NEEDS
BUT THEIR CULINARY EXPECTATIONS AS WELL.



Campbell's® Signature
New England Clam Chowder

what's in ↘

CHICKEN RAISED WITHOUT ANTIBIOTICS
OPTIONS RICH IN PROTEIN, FIBER AND VITAMINS
VEGAN AND VEGETARIAN OPTIONS
GLUTEN-FREE OPTIONS

what's out ↗

ADDED MSG
HIGH-FRUCTOSE CORN SYRUP
COLORS FROM ARTIFICIAL SOURCES
ARTIFICIAL FLAVORS
ADDED PRESERVATIVES

Product Name	GF	V	VG	NAE	Case Code	Pack/Size	Case Yield
Reserve Fully Loaded Baked Potato & Cheddar	GF				24879	4/4 lb. pouch	256 oz.
Reserve Roasted Poblano & White Cheddar Soup with Tomatillos	GF	V			26832	4/4 lb. pouch	256 oz.
Reserve Savory Beef Chili with Spicy Pepper Trio	GF				23424	4/4 lb. pouch	256 oz.
Reserve Tequila Spiked Fiesta Chicken	GF			NAE	21076	4/4 lb. pouch	256 oz.
Signature Buffalo Style Chicken	GF			NAE	26810	4/4 lb. pouch	256 oz.
Signature Cheesy Chicken Tortilla	GF			NAE	21479	4/4 lb. pouch	256 oz.
Signature French Onion	GF				23422	4/4 lb. pouch	256 oz.
Signature Hearty Beef Chili with Beans	GF				20300	4/4 lb. pouch	256 oz.
Signature New England Clam Chowder	GF				27446	4/4 lb. pouch	256 oz.
Reserve Loaded Clam Chowder	GF				27091	4/4 lb. pouch	256 oz.
Signature Chicken Corn Chowder with Sweet Peppers	GF				20302	4/4 lb. pouch	256 oz.
Signature Carrot, Parsnip & Ginger	GF	V			24659	4/4 lb. pouch	256 oz.
Reserve Butternut Squash Soup with Curry		V			21112	4/4 lb. pouch	256 oz.
Reserve Creamy Cauliflower, Quinoa & Fontina		V			24691	4/4 lb. pouch	256 oz.
Reserve Minestrone Soup with Garden Vegetables		V			21093	4/4 lb. pouch	256 oz.
Reserve Roasted Red Pepper & Smoked Gouda Bisque		V			16835	4/4 lb. pouch	256 oz.
Signature Harvest Butternut Squash		V			20597	4/4 lb. pouch	256 oz.
Signature Tomato Bisque with Basil		V			24878	4/4 lb. pouch	256 oz.
Reserve Vegetable Pho Broth		V	VG		21850	4/3 lb. pouch	960 oz.
Reserve Creole Style Black Eyed Peas & Farro		V	VG		24845	4/4 lb. pouch	256 oz.
Reserve Red Lentil Vegetable		V	VG		23206	4/4 lb. pouch	256 oz.
Signature Southwestern Vegetarian Chili		V	VG		20602	4/4 lb. pouch	256 oz.
Signature Vegan Vegetable		V	VG		20600	4/4 lb. pouch	256 oz.

GF Gluten Free V Vegetarian VG Vegan NAE Made with No-Antibiotics-Ever Chicken Meat

