



Cheesy Mac
and Goldfish®

Smiles come from delighting guests—
even the littlest ones.





Bring a brand parents love to your kids' menu.

At Campbell's Foodservice, we're committed to serving products your guests trust, like kid-favorite *Goldfish*® crackers. They're delicious, fun and a sure way to make the whole table smile.

Today's families are evolving—and so are their dining needs.

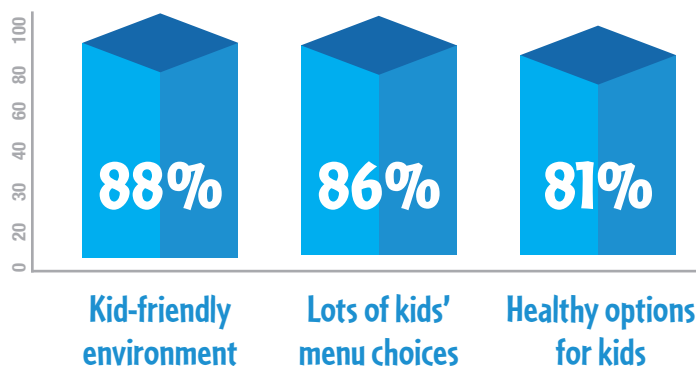
Millennial parents are bringing their kids to restaurants more than once a month.¹ They're looking for places that offer appealing menu items for both themselves and their kids.²



47%

of millennials and 40% of Gen Xers live with children 17 years old or younger²

When it comes to midscale dining, these parents in particular are seeking:¹



of all consumers are more likely to buy items described as real,³ and *Goldfish*® products can help you deliver.

Many varieties are made with real cheese, whole grain and ingredients sourced from plants to add color.¹

¹Technomic Consumer Brand Metrics, U.S. Restaurants: Millennial Families at Midscale, Q2 2018

²Technomic Generational Consumer Trend Report, 2018

³Technomic Healthy Eating Consumer Trend Report, 2018

Breakfast

Use *Goldfish®* Grahams as a sweet and fun oatmeal add-in.

77%

of consumers say the ability to customize their meal is important at limited-service restaurants⁴



Berry Good
Goldfish® Grahams
Oatmeal

PRO TIP

Offer kids the option to customize their dishes with different topping flavors: Our Grahams come in French Toast, Honey Bun, Vanilla, Cinnamon, and Oats & Honey varieties.

Lunch

Create soups, salads or sandwiches that are more appealing to kids—let the little ones choose from a variety of sides featuring *Goldfish®* crackers.

83%

of consumers say having a variety of options is important at full-service restaurants⁴

Snacks and sides

- Serve *Goldfish®* crackers as a kid-friendly alternative to french fries or chips
- Keep kids happy while they wait for their meals with a serving of *Goldfish®* crackers as an appetizer

⁴Technomic Global Consumer KPI Stats Report, January 2019



Checkerboard
Sandwich and *Goldfish®*
Colors®



More smiles mean more fun.

And *Goldfish*® on the table mean more delighted guests.

Ordering Information Available in bulk and individual formats



Bulk



Individual Snack Pouches

Product Name	Case Code	Pack/Size		
Crackers and Pretzels				
<i>Goldfish</i> ® Cheddar Crackers – Baked with Whole Grain	18105	300/0.75 oz.		
<i>Goldfish</i> ® 100 Calorie Cheddar Crackers – Baked with Whole Grain	18197	100/0.75 oz.		
<i>Goldfish</i> ® Cheddar Crackers – Baked with Whole Grain	21680	60/1 oz.		
<i>Goldfish</i> ® Cheddar Crackers – Baked with Whole Grain	20648	6/31 oz.		
<i>Goldfish</i> ® Cheddar Crackers	07937	100/0.5 oz.		
<i>Goldfish</i> ® Cheddar Crackers	14367	300/0.75 oz.		
<i>Goldfish</i> ® Cheddar Crackers	07495	60/1 oz.		
<i>Goldfish</i> ® Cheddar Crackers	13539	72/1.5 oz.		
<i>Goldfish</i> ® Cheddar Crackers	04613	30/1.5 oz.		
<i>Goldfish</i> ® Cheddar Crackers	15683	72/2.25 oz.		
<i>Goldfish</i> ® Cheddar Crackers	08715	3/22 oz.		
<i>Goldfish</i> ® Cheddar Crackers	07944	6/31 oz.		
<i>Goldfish</i> ® Colors® Cheddar Crackers – Baked with Whole Grain	04788	300/0.75 oz.		
<i>Goldfish</i> ® Pretzels – Baked with Whole Grain	14396	300/0.75 oz.		
<i>Goldfish</i> ® Pretzels	07492	6/26 oz.		
<i>Goldfish</i> ® Xtra Cheddar – Baked with Whole Grain	23088	300/0.75 oz.		
<i>Goldfish</i> ® Flavor Blasted® Mix-Up Adventures Xtra Cheddar + Pretzel Crackers	18663	72/1.5 oz.		
<i>Goldfish</i> ® Sweet & Savory Variety Pack – 45 Individual Snack Packs	04731	46 oz.		
Grahams				
<i>Goldfish</i> ® Giant Grahams Cinnamon – Baked with Whole Grain	26830	300/0.9 oz.		
<i>Goldfish</i> ® Giant Grahams Vanilla – Baked with Whole Grain	26828	300/0.9 oz.		
<i>Goldfish</i> ® Giant Grahams Oats & Honey – Baked with Whole Grain	26829	300/0.9 oz.		
<i>Goldfish</i> ® Grahams French Toast Crackers – Baked with Whole Grain	25082	300/1 oz.		
<i>Goldfish</i> ® Grahams Honey Bun Crackers – Baked with Whole Grain	25083	300/1 oz.		

A smile is a smile, no matter how small.



Dinner

- 🐟 Top mac and cheese with *Goldfish*® crackers for added fun, flavor and texture
- 🐟 Make chicken tenders even better with a side of *Goldfish*® crackers

Sizzlin' Tenders
and *Goldfish*®

PRO TIP

Our Grahams aren't just great for breakfast! They also make a great topping for desserts: They come in French Toast, Honey Bun, Vanilla, Cinnamon, and Oats & Honey varieties.

Dessert

- 🐟 Offer *Goldfish*® Grahams and yogurt as a better-for-you dessert with flavor kids love
- 🐟 Make milkshakes and sundaes more exciting by adding a few *Goldfish*® Grahams to top them off

Smiley
Cinnamon-Banana
Split

Get product details, recipes and more at
campbellsfoodservice.com/brands/goldfish.





Serve a brand that makes kids and parents smile.

Contact your sales rep to get started today.