



PERFECT PAIRINGS - PROMOTION

NON-COMMERCIAL

Perfect Pairings with

SELECT FROZEN SOUPS & CRACKERS

EARN
up to
\$500

Valid May 1, 2022 - August 31, 2022
Maximum Rebate \$500



Campbell's
RESERVE SOUPS

Campbell's
SIGNATURE SOUPS

Lance

PEPPERIDGE FARM



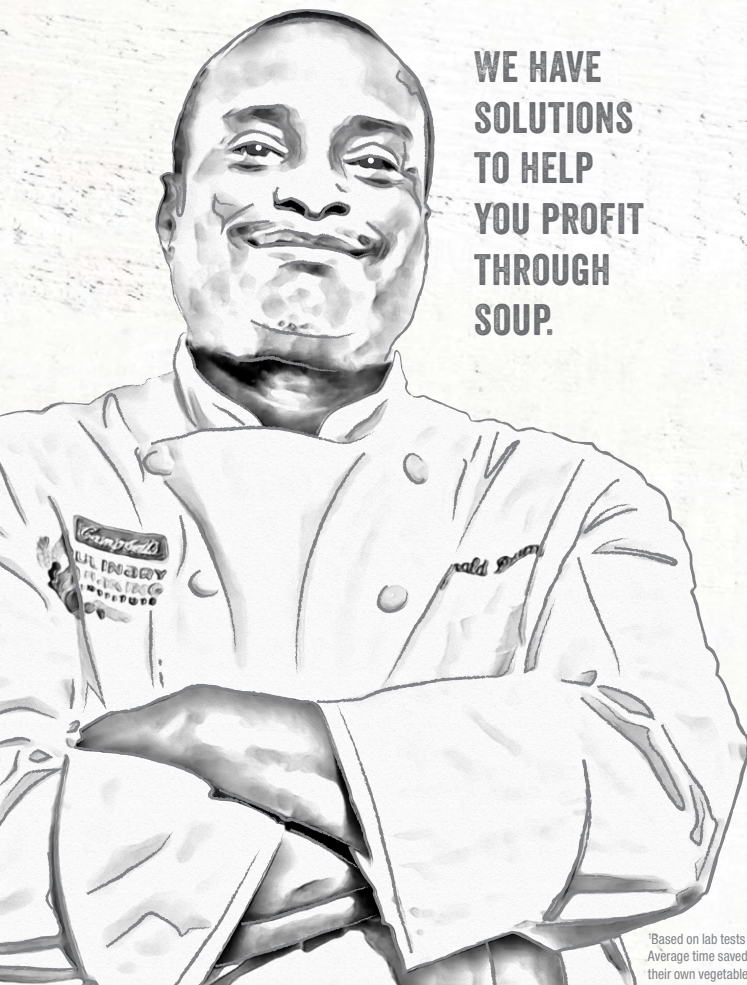
For more, visit campbellsfoodservice.com.

WHEN EVERYTHING IS CHANGING,

we're here

TO HELP YOU ADAPT.

Campbell's® Frozen Soups are available in a wide range of flavors, from classic to on-trend, to meet the demands of every guest. Our soups get the most out of every penny spent and the versatility of our products will help you day in and day out.



WE HAVE
SOLUTIONS
TO HELP
YOU PROFIT
THROUGH
SOUP.

LABOR SAVINGS

A test kitchen comparison of five Campbell's® prepared soups versus in-house soups outlined how much you can actually save.¹

**51 MINUTES
OF ACTIVE LABOR
SAVED**



Scratch prepared:
54 mins. of active labor

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

Reserve Roasted Poblano &
White Cheddar Soup with Tomatillos

**39 MINUTES
OF ACTIVE LABOR
SAVED**



Scratch prepared:
42 mins. of active labor

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

Reserve Roasted Red Pepper &
Smoked Gouda Bisque

**LESS LABOR TIME MEANS
YOU CAN SHIFT KITCHEN
LABOR RESPONSIBILITIES**

to other tasks that enhance
service delivery and/or reduce
labor costs, especially when
you use an array of soups.

for more information: [Save On Labor](#)

PRODUCT VERSATILITY



**ONE SOUP
MULTIPLE
APPLICATIONS**

for more information:
[Product Versatility](#)

SOUP INCREASES AVERAGE CHECK AND GUEST SATISFACTION

+\$0.80

average increase in
eater check when soup
is included in an order.²

+3.6%

quality of food & healthy
options ratings when soup
is included in an order.²

¹Based on lab tests by fsSTRATEGY Inc., assuming operators use pre-cut vegetables to produce their scratch soups. Average time saved of the 5 of soups tested is 33 minutes. Labor and elapsed time savings are greater if operators cut their own vegetables. ²NPD CREST, L2 Years (ending December 2019).



For more, visit campbellsfoodservice.com.



SELF SERVE *Solutions*

Our mission IS TO BE THE PARTNER
HELPING YOU SAVE TIME, MANAGE LABOR,
REDUCE BACK-OF-HOUSE TOUCHES AND
ULTIMATELY DELIGHT YOUR GUESTS.

ADAPTING SOUP WELLS

Discover how to rework your wells, revive your self-serve soup program and tap into incremental sales and seasonal opportunities

for more information: [Click Here](#)



BEHIND YOUR LINE



Self-serve not an option? Get tips on moving soup behind the counter and capitalizing on the upsell.

for more information: [Click Here](#)



NOW FIND THE RIGHT MIX OF SOUP.

Use this chart to find your recommended soup mix based on how many choices you currently offer.

NUMBER OF SOUP CHOICES YOU OFFER			
Soup Type	1 Broth 1 Cream	1 Broth 1 Cream 1 Chili	2 Broths or 1 Broth 1 Cream or 2 Creams 1 Chili
Soup Variety	1 Vegetarian 1 Protein	1 Vegetarian 1 Protein 1 Chili	1 Vegetarian 2 Protein 1 Chili
Soup Flavor	1 National Core Flavor 1 Seasonal, Regional or Ethnic Flavor	1 National Core Flavor 1 Seasonal, Regional or Ethnic Flavor 1 Chili Flavor	2 National Core Flavors 1 Seasonal, Regional or Ethnic Flavor 1 Chili Flavor

This assortment allows you to meet the needs of a variety of consumers: those looking for comfort food, unique flavors, healthful options or a good value.



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Number of Cases	Product Name	Case Code	Distributor Code	Pack/Size	Claims	Rebate Amount	Total # of Cases X Rebate Amount
	Campbell's® Signature Boston Clam Chowder	08556		3 / 4 LB Tub	M	\$5.00	
	Campbell's® Signature Creamy Tomato Basil Bisque	14903		3 / 4 LB Tub	V	\$5.00	
	Campbell's® Signature Healthy Request® Mediterranean-Style Vegetable	19123		3 / 4 LB Tub	GF V	\$5.00	
	Campbell's® Signature Maryland Style Crab	08241		3 / 4 LB Tub	GF	\$5.00	
	Campbell's® Signature Minestrone	08167		3 / 4 LB Tub	V GF GS	\$5.00	
	Campbell's® Signature New England Clam Chowder	08170		3 / 4 LB Tub	M	\$5.00	
	Campbell's® Signature Vegetarian Garden Vegetable	11340		3 / 4 LB Tub	GF V PB	\$5.00	
	Campbell's® Signature Broccoli Cheddar REFRESHED RECIPE!	20301		4 / 4 LB Pouch	GF V	\$5.00	
	Campbell's® Signature Chicken Noodle REFRESHED RECIPE!	20303		4 / 4 LB Pouch	NAE	\$5.00	
	Campbell's® Signature Loaded Baked Potato	20305		4 / 4 LB Pouch	GF	\$5.00	
	Campbell's® Signature New England Clam Chowder	27446		4 / 4 LB Pouch	GF	\$5.00	
	Campbell's® Signature Tomato Bisque with Basil	24878		4 / 4 LB Pouch	V	\$5.00	
	Campbell's® Signature Vegan Vegetable	20600		4 / 4 LB Pouch	V GF	\$5.00	
	Campbell's® Reserve Broadway Basil & Tomato Bisque	21081		4 / 4 LB Pouch		\$5.00	
	Campbell's® Reserve Crab Bisque w Sherry - RTC	24765		4 / 4 LB Pouch		\$5.00	
	Campbell's® Reserve Kickin' Crab & Sweet Corn Chowder	21082		4 / 4 LB Pouch		\$5.00	
	Campbell's® Reserve Loaded Clam Chowder	27091		4 / 4 LB Pouch	GF	\$5.00	
	Campbell's® Reserve Lobster Bisque w Sherry	21068		4 / 4 LB Pouch		\$5.00	
	Campbell's® Reserve Minestrone Soup with Garden Vegetables	21093		4 / 4 LB Pouch	V FS	\$5.00	
	Campbell's® Reserve Roasted Red Pepper & Smoked Gouda Bisque - RTC	16835		4 / 4 LB Pouch	V	\$5.00	
	Pepperidge Farm® Distinctive 2 pack Crackers - (Golden Butter & Harvest Wheat)	07059		400 / 2 Pack	V	\$4.00	
	Lance® 2 pack Saltines - (Not available west of the Rockies)	471040		500 / 2 Pack		\$1.00	
	Lance® Captain's Wafers - (Not available west of the Rockies)	469750		500 / 2 Pack		\$1.00	

Claims Key

GF Gluten Free **V** Vegetarian **M** Reconstituted with Milk **NAE** Made with No-Antibiotics-Ever Chicken Meat
PB Plant-Based **VG** Vegan **GS** Good Source of... **FS** Full Serving of Vegetables

Total Cases	Rebate Total

Name of Operation

First Name Last Name Title

Street Address (no PO Boxes) City State Zip Code

Country Business Phone Number Ext. Email Address

Distributor/City/State/Zip Code

TERMS AND CONDITIONS:

Send original completed claim form and distributor invoices to:
 Soup & Cracker Promotion • PO Box 49542 • Strongsville, OH 44149-0542
 or email to: campbell_foodservice_rebates@archway.com

- A. This rebate offer applies to Non-Commercial foodservice operators only.
- B. Checks will be made payable to corporate entities only, and not to individuals.
- C. Offer good only in the U.S.A.
- D. Applies only on eligible products purchased between 05/1/2022 - 08/31/2022.
- E. This rebate offer may not be combined with any other offer during the same period.
- F. This rebate cannot be duplicated, assigned or transferred by an operator.
- G. Allow 4-6 weeks for payment of rebate.

By submitting this form, you agree to receive marketing communications, such as product information, services, discount offers and promotions, from Campbell's Foodservice. You may opt out at any time. www.campbellsoupcompany.com/privacy-policy/ ☐ Opt Out

- H. Minimum rebate 5 cases; maximum rebate \$500.
- I. Distributors may not redeem on behalf of operators.
- J. Club stores, vending suppliers, c-stores, retail outlets and retail distributors are excluded.
- K. All submissions must be received by 09/30/2022.
- L. Campbell's Foodservice is not responsible for lost, late or misdirected submissions.



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FSSoup&CrackersT2.22_Non-Commercial