



PERFECT PAIRINGS - PROMOTION

NON-COMMERCIAL

Perfect Pairings with

SELECT FROZEN SOUPS & CRACKERS

EARN
up to
\$500

Valid September 1, 2022 - October 31, 2022
Maximum Rebate \$500



Campbell's
RESERVE SOUPS

Campbell's
SIGNATURE SOUPS

Lance

PEPPERIDGE FARM



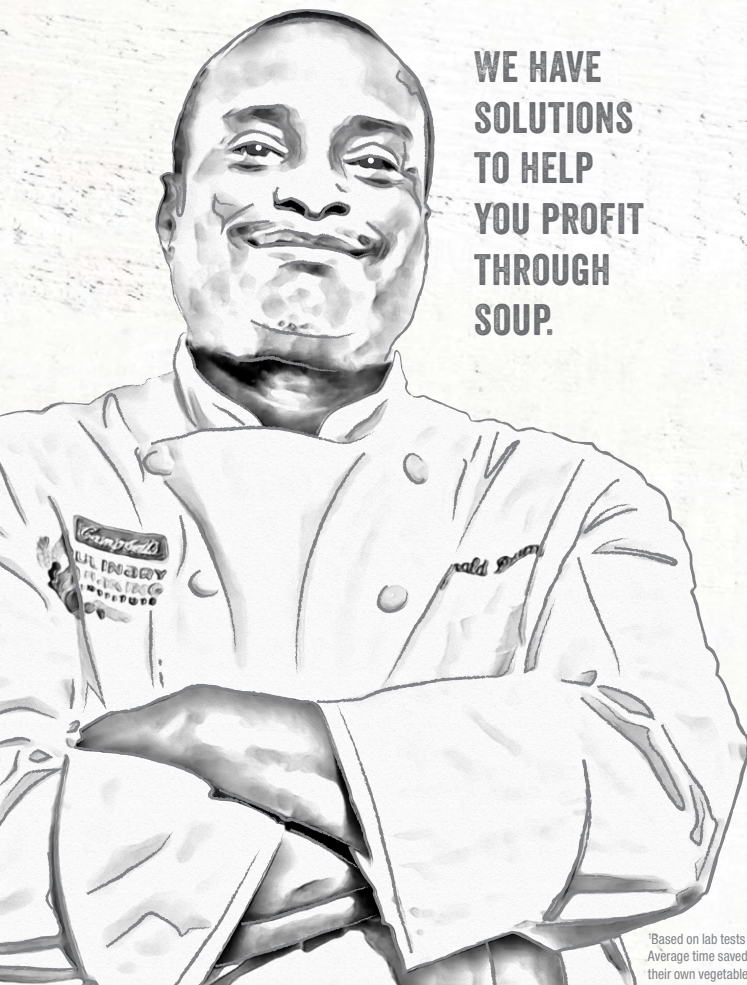
For more, visit campbellsfoodservice.com.

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](#)

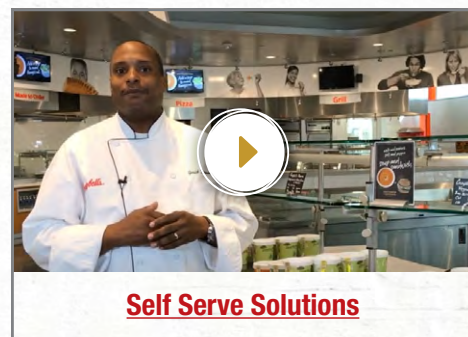


NOW FIND THE RIGHT MIX OF SOUP.

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 Cream of Potato	08166		3 / 4 LB Tub	V	\$5.00	
	Campbell's® Signature Cream of Potato w Bacon	11921		3 / 4 LB Tub		\$5.00	
	Campbell's® Signature Creamy Tomato Basil Bisque	14903		3 / 4 LB Tub	V	\$5.00	
	Campbell's® Signature Golden Broccoli Cheese	08558		3 / 4 LB Tub	GF V	\$5.00	
	Campbell's® Signature Healthy Request Chicken w Egg Noodle	19121		3 / 4 LB Tub	NAE	\$5.00	
	Campbell's® Signature Homestyle Chicken Noodle	08169		3 / 4 LB Tub	NAE	\$5.00	
	Campbell's® Signature Italian Wedding	10428		3 / 4 LB Tub		\$5.00	
	Campbell's® Signature Broccoli Cheddar REFRESHED RECIPE!	20301		4 / 4 LB Pouch	GF	\$5.00	
	Campbell's® Signature Chicken Noodle REFRESHED RECIPE!	20303		4 / 4 LB Pouch	NAE	\$5.00	
	Campbell's® Signature Harvest Butternut Squash	20597		4 / 4 LB Pouch	GF V	\$5.00	
	Campbell's® Signature Hearty Beef Chili w Beans	20300		4 / 4 LB Pouch	GF GS	\$5.00	
	Campbell's® Signature Loaded Baked Potato	20305		4 / 4 LB Pouch	GF	\$5.00	
	Campbell's® Signature Southwestern Vegetarian Chili	20602		4 / 4 LB Pouch	V VG	\$5.00	
	Campbell's® Signature Tomato Bisque with Basil	24878		4 / 4 LB Pouch	V	\$5.00	
	Campbell's® Signature Vegetable Beef w Barley	25193		4 / 4 LB Pouch	GS	\$5.00	
	Campbell's® Reserve Aged White Cheddar & Cauliflower Bisque NEW!	28265		4 / 4 LB Pouch	GF VG ES	\$5.00	
	Campbell's® Reserve Basil Chicken Chili w Beans	21094		4 / 4 LB Pouch	NAE	\$5.00	
	Campbell's® Reserve Broadway Basil & Tomato Bisque	21081		4 / 4 LB Pouch		\$5.00	
	Campbell's® Reserve Fully Loaded Baked Potato	20305		4 / 4 LB Pouch	GF	\$5.00	
	Campbell's® Reserve Lobster Bisque w Sherry	21068		4 / 4 LB Pouch		\$5.00	
	Campbell's® Reserve Roasted Red Pepper & Smoked Gouda Bisque - RTC	16835		4 / 4 LB Pouch	V	\$5.00	
	Campbell's® Reserve Savory Beef Chili w Spicy Pepper Trio	23424		4 / 4 LB Pouch	GF	\$5.00	
	Campbell's® Reserve Wicked Thai Style Chicken	20805		4 / 4 LB Pouch	NAE	\$5.00	
	Pepperidge Farm® Distinctive 2 pack Crackers - (Golden Butter & Harvest Wheat)	07059		400 / 2 Pack	V	\$4.00	
	Pepperidge Farm® Distinctive Assortment - (Hearty Wheat, Butter Thins & English Wafer Biscuits)	07886		64 Sleeves	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	V	\$1.00	

* possible intermittent shortages could occur

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				

Claims Key

- GF** Gluten Free **V** Vegetarian
GS Good Source of... **VG** Vegan
ES Excellent Source of...
NAE Made with No-Antibiotics-Ever Chicken Meat

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

- This rebate offer applies to Non-Commercial foodservice operators only.
- Checks will be made payable to corporate entities only, and not to individuals.
- Offer good only in the U.S.A.
- Applies only on eligible products purchased between 09/1/2022 - 10/31/2022.
- This rebate offer may not be combined with any other offer during the same period.
- This rebate cannot be duplicated, assigned or transferred by an operator.
- 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

- Minimum rebate 5 cases; maximum rebate \$500.
- Distributors may not redeem on behalf of operators.
- Club stores, vending suppliers, c-stores, retail outlets and retail distributors are excluded.
- All submissions must be received by 11/30/2022.
- Campbell's Foodservice is not responsible for lost, late or misdirected submissions.



For more, visit campbellsfoodservice.com.

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