



**SOUP TO-GO - PROMOTION**

**INCREASE YOUR SOUP SALES**  
*and* **PROFIT WITH CAMPBELL'S**

**EARN UP TO \$500**

*January 1 - March 31, 2021*

**\$10 OFF SELECT  
CAMPBELL'S® BRANDED  
SOUPS AND BROTHS**



For more, visit [campbellsfoodservice.com](http://campbellsfoodservice.com).



# SOUP PLAYS AN IMPORTANT ROLE ON THE MENU



**CLICK HERE** for Soup Profitability Calculator



## PUT CAMPBELL'S SOUPS TO WORK FOR YOU

Increase your soup sales and pour on the profits with our prepared soups. Saving you time and money, Campbell's soups require minimal preparation time and ingredients, while saving on labor and space, versus soups made from scratch. Plus soup orders can increase the average check by an estimated 30% or more, with estimated profit margins over 60%.

Use our calculator to discover how profitable our prepared soups can be for your business.

**PANTRY 101**  
Learn more about the great new tool designed for foodservice...

[LEARN MORE](#)

STEP 1

**COST PER BOWL**

\$ 2.00 + \$ 0.10 = \$ 2.10  
Production Cost      Garnish Cost      Total Cost

Enter the cost of the soup and any garnishing costs to get the cost per bowl of soup.

STEP 2

**PROFIT PER BOWL**

\$ 5.99 - \$ 2.10 = \$ 3.89  
Selling Price      Cost Per Bowl      Profit

Enter the selling price per bowl and your profit for each bowl is calculated based on Step 1.

STEP 3

**DAILY & WEEKLY PROFIT**

32 = \$ 124.48 × 7 = \$ 871.36  
Bowls Per Day      Daily Profit      Days      Weekly Profit

64%  
Gross Margin

Enter the number of bowls you typically serve each day and how many days per week you are open (or serve this soup). Profits will be calculated using your numbers from Steps 1 and 2.

CONSUMERS LOOK FOR SOUP ON THE MENU

**39%**

OF CONSUMERS

VISIT RESTAURANTS SPECIFICALLY FOR THE SOUP THEY OFFER, HIGHER AMONG MILLENNIALS (45%)<sup>1</sup>

SOUP INCREASES CONSUMER SATISFACTION

**+8.6%** QUALITY OF FOOD RATING<sup>1</sup>

**+8.4%** HEALTHY OPTIONS RATING<sup>1</sup>

**+9.1%** "FOOD WAS FRESH" RATING<sup>1</sup>

SOUP INCREASES THE AVERAGE EATER CHECK

**+\$5.14<sup>1</sup>**



<sup>1</sup>Technomic Left Side of the Menu, 2018; NPD CREST, L2 Years (ending December 2019)



For more, visit [campbellsfoodservice.com](http://campbellsfoodservice.com).



# TO-GO EQUIPMENT & PACKAGING DEALS

## GUESTS TURN TO SOUP FOR COMFORT

Here are **4 QUICK WAYS** to offer comfort through delivery and to-go:

**1** EXPAND SIZE OFFERINGS TO INCLUDE APPS AND FAMILY STYLE



**29%** OF CONSUMERS SAY FAMILY-SIZED ITEMS WOULD MOTIVATE THEM TO ORDER FOOD DURING CURRENT TIMES<sup>1</sup>

**2** OFFER SOUP AS A COMBO MEAL OR A SIDE FOR SANDWICHES AND SALADS



**45%** OF CONSUMERS ARE LIKELY TO PURCHASE A COMBO MEAL FEATURING SOUP AND A SANDWICH<sup>2</sup>

**3** INCLUDE SEASONAL SOUPS IN LTO OFFERINGS



**70%** OF CONSUMERS SAY THEY ARE MORE LIKELY TO PURCHASE SOUP THAT'S DESCRIBED AS SEASONAL<sup>2</sup>

**4** ENSURE SOUPS HAVE DESCRIPTIONS OR ROMANCE COPY



**55%** OF CONSUMERS ARE MORE LIKELY TO ORDER SOUP IF THEY CAN READ A DESCRIPTION ON THE MENU<sup>2</sup>

## FOLLOW TO-GO CONTAINER BEST PRACTICES

- 1 Offer sustainable or transparent packaging so people can see the quality of the soup (Pactiv and Earthchoice offer great packaging options)
- 2 Make sure the packaging has a strong lid with vent to maintain the integrity of the soup
- 3 Stick on hand-written labels for a personal touch

## GIVE PEACE OF MIND

Use tamper-proof stickers to let guests know each to-go soup offering is sealed and safe.



## TRUST IN THE CONTAINER

- 1 Pactiv Earthchoice® and Pactiv Newspring® offer great packaging options including recyclable, biodegradable and compostable. Visit [campbellsfoodservice.com/self-serve](http://campbellsfoodservice.com/self-serve) to see which formats and product specifications will work best for your operation. Reach out to your local distributor for product availability.
- 2 When selecting the right to-go packaging format, choose a brand that has a strong lid locking system to ensure hot soup travels well and prevents spillage.

## SAFETY & HANDLING

Our chefs have tested hot hold times for both equipment options shown here to ensure the integrity and quality of our products. Always follow state food safety standards and regulations and conduct your own equipment testing on site.

### WARMING PLATES: RECOMMENDED BRAND—VOLLRATH®

If using the Pactiv Earthchoice® or Newspring® brands for to-go cups on warming plates, hold the soup no longer than 60 minutes at 200°F.

### WARMING UNITS: RECOMMENDED BRAND—HATCO®

If using the Pactiv Earthchoice® brand for to-go cups, hold the soup no longer than 90 minutes at 200°F.

If using the Pactiv Newspring® brand for to-go cups, hold the soup no longer than 60 minutes at 165°F.

Cook the soup according to label directions prior to preparing or filling to-go cups.



<sup>1</sup>Datassential's Covid-19 Report #3: Into the Home <sup>2</sup>2018 Technomic, Inc., Soup and Salad Consumer Trend Report



For more, visit [campbellsfoodservice.com](http://campbellsfoodservice.com).





# COMBO MEALS & MORE!

## COMBO MEAL SUGGESTIONS.

- Roasted Turkey Sandwich & Butternut Squash Soup
- Grilled Cheese & Tomato Soup
- Grilled Ham & Cheese Sandwich with Broccoli Cheese Soup
- Smoked Turkey Sandwich & Broccoli Cheese Soup
- Chicken Salad Sandwich & Garden Vegetable Soup
- Roast Beef Sandwich & French Onion Soup
- Steak Sandwich & Chili
- Banh Mi & Pho
- Lobster Roll & Corn Chowder



## 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 |   |   |  |
|----------------------------------|---|---|--|
| <b>Soup Type</b>                 | 1 Broth<br>1 Cream  | 1 Broth<br>1 Cream<br>1 Chili   | 2 Broths or 1 Broth<br>1 Cream or 2 Creams<br>1 Chili                              |
| <b>Soup Variety</b>              | 1 Vegetarian<br>1 Protein                                       | 1 Vegetarian<br>1 Protein<br>1 Chili  | 1 Vegetarian<br>2 Protein<br>1 Chili   |
| <b>Soup Flavor</b>               | 1 National Core Flavor<br>1 Seasonal, Regional or Ethnic Flavor | 1 National Core Flavor<br>1 Seasonal, Regional or Ethnic Flavor<br>1 Chili Flavor | 2 National Core Flavors<br>1 Seasonal, Regional or Ethnic Flavor<br>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.



Self Serve Solutions



WATCH Self Serve Solutions Video

# NEW SOUPS



**Signature Vegetable Beef with Barley - 25193**  
Savory beef, sautéed vegetables and toasted barley slowly simmered in a rich tomato broth with aromatic spices.



**Reserve Mexican Street Corn - 27926**  
Featuring sweet and fire-roasted corn, cotija cheese and a traditional street corn spice blend with a hint of lime.

## THINK BEYOND THE BOWL.

Want to optimize your labor and make soup work harder for your operation? Then don't just serve it as soup. Maximize inventory by using it as a speed-scratch ingredient.

Watch our Behind Our Lines® video series to find out how to get more out of soup, from versatility to seasonal insights to culinary inspiration.



Visit [campbellsfoodservice.com/frozen-versatility](http://campbellsfoodservice.com/frozen-versatility) for recipes and inspiration.



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# SOUP TO-GO - PROMOTION

\$10 Off Select Campbell Branded Soups & Broths • January 1 - March 31, 2021

| Number of Cases | Product Name                                      | Case Code | Pack/Size    | Yield  | Claims        |
|-----------------|---|-----------|--------------|--------|---------------|
|                 | Signature Chicken & Dumpling                      | 11919     | 3/4 lb Tub   | 384 oz | NAE           |
|                 | Signature Golden Broccoli Cheese                  | 08558     | 3/4 lb Tub   | 384 oz | V GF          |
|                 | Signature Homestyle Chicken Noodle                | 08169     | 3/4 lb Tub   | 384 oz | NAE           |
|                 | Signature Italian Wedding                         | 10428     | 3/4 lb Tub   | 384 oz |               |
|                 | Signature Maryland Crab                           | 08241     | 3/4 lb Tub   | 384 oz | GF            |
|                 | Signature Minestrone                              | 08167     | 3/4 lb Tub   | 384 oz | V GS Fiber    |
|                 | Signature Roasted Chicken Noodle                  | 11836     | 3/4 lb Tub   | 384 oz | NAE           |
|                 | Signature Broccoli Cheese (retail ready)          | 18499     | 3/4 lb Tub   | 384 oz |               |
|                 | Signature Chicken & Dumpling (retail ready)       | 18475     | 3/4 lb Tub   | 384 oz | NAE           |
|                 | Signature Homestyle Chicken Noodle (retail ready) | 18486     | 3/4 lb Tub   | 384 oz | NAE           |
|                 | Signature Italian Wedding (retail ready)          | 18487     | 3/4 lb Tub   | 384 oz |               |
|                 | Signature Maryland Crab (retail ready)            | 18488     | 3/4 lb Tub   | 384 oz | GF            |
|                 | Signature Minestrone (retail ready)               | 18490     | 3/4 lb Tub   | 384 oz | V GS Fiber    |
|                 | Signature Roasted Chicken Noodle (retail ready)   | 18493     | 3/4 lb Tub   | 384 oz | NAE           |
|                 | Signature Beef Pot Roast                          | 20601     | 4/4 lb Pouch | 256 oz |               |
|                 | Signature Chicken Noodle                          | 20303     | 4/4 lb Pouch | 256 oz | NAE           |
|                 | Signature Chicken Tortilla                        | 20304     | 4/4 lb Pouch | 256 oz | NAE           |
|                 | Signature Hearty Beef Chili w Beans               | 20300     | 4/4 lb Pouch | 256 oz | GF GS Protein |
|                 | Signature Loaded Baked Potato                     | 20305     | 4/4 lb Pouch | 256 oz |               |
|                 | Signature Vegetable Beef w Barley - <b>NEW!</b>   | 25193     | 4/4 lb Pouch | 256 oz | GS Protein    |
|                 | Reserve Cream of Chicken w Wild Rice              | 21092     | 4/4 lb Pouch | 256 oz | NAE           |
|                 | Reserve Kickin' Crab & Sweet Corn Chowder         | 21082     | 4/4 lb Pouch | 256 oz |               |
|                 | Reserve Mexican Street Corn - <b>NEW!</b>         | 27926     | 4/4 lb Pouch | 256 oz | V GF          |
|                 | Reserve Tequila Spiked Fiesta Chicken             | 21076     | 4/4 lb Pouch | 256 oz | NAE GF        |
|                 | Reserve Wicked Thai-Style Chicken & Rice          | 20805     | 4/4 lb Pouch | 256 oz | NAE           |

| # OF CASES PURCHASED | REBATE AMOUNT | REBATE TOTAL |
|----------------------|---------------|--------------|
|                      | \$10 OFF      |              |

### Claims Key

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

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:  
To-Go Promotion PO Box 49542 • Strongsville, OH 44149-0542  
or email to: campbell\_foodservice\_rebates@archway.com

- A. This rebate offer applies to 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 Campbell's products purchased between 1/1/2021 and 3/31/2021.
- 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.

- 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. Operators currently on bid, purchase or rebate programs for the products listed on this offer do not qualify.
- L. All submissions must be received by 4/30/2021. Campbell's Foodservice is not responsible for lost, late or misdirected submissions



For more, visit [campbellsfoodservice.com](http://campbellsfoodservice.com).

FSTOGO\_Street

12/10/2020JM