



# FROZEN SOUP - PROMOTION

MULTI UNIT CHAINS

Every 40 Cases Purchased

RECEIVE A

# \$100 GIFT CARD

October 1<sup>st</sup>, 2021 - December 31<sup>st</sup>, 2021

Purchase of Qualified Soups • New Buyers Only

(customers that have not purchased in the last 90 days)



## DELIVER COMFORT THROUGH SOUP.

### TIP 1 FAMILY-STYLE

INCLUDE LARGER PORTIONS OF SOUP IN YOUR MEAL BUNDLES.

# 27%

OF CONSUMERS ARE PURCHASING FAMILY MEAL BUNDLES FROM RESTAURANTS.<sup>1</sup>

[FOR OUR CHEF'S SUGGESTIONS, CLICK HERE](#)

### TIP 2 COMBO-STYLE

PAIR SOUP WITH A SALAD OR A SANDWICH.

# 53%

OF CONSUMERS SAY IT IS IMPORTANT THAT SOUP BE BUNDLED WITH OTHER FOOD ITEMS.<sup>2</sup>

[FOR OUR CHEF'S SUGGESTIONS, CLICK HERE](#)

### TIP 3 GARNISHES

PACKAGE GARNISHES IN SEPARATE CONTAINERS.

- Maintains integrity of ingredients
- Helps recreate the dine-in experience

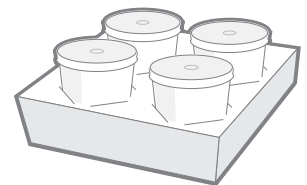


[FOR OUR CHEF'S SUGGESTIONS, CLICK HERE](#)

### TIP 4 SOUP FLIGHTS

OFFER A SOUP SAMPLER PACK USING CARRIERS.

- Satisfies multiple preferences
- Allows customers to try multiple seasonal offerings



## ELEVATE THE EXPERIENCE THROUGH PACKAGING.

### SERVE SOUP IN CONTAINERS THAT:

- Have a strong lid locking system with vent to prevent spillage
- Are insulated to keep soup warm
- Are eco-friendly

USE TAMPER-RESISTANT STICKERS to show food safety is a priority and add peace of mind.



# 39%

OF CONSUMERS SAY ECO-FRIENDLY PACKAGING IS IMPORTANT OR EXTREMELY IMPORTANT.<sup>1</sup>

<sup>1</sup>Technomic Delivery and Takeout Consumer Trend Report, 2020 <sup>2</sup>Technomic Left Side of the Menu Report, 2018



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



# BUYERS EDGE - PROMOTION - QUALIFYING SOUPS



## NEW & IMPROVED Chicken Noodle

4 lb. pouch Case Code: 20303 Pack/Size: 4/4 lb. Case Yield: 256 oz.



## NEW Mexican Street Corn—Ready to Cook

4 lb. pouch Case Code: 27926 Pack/Size: 4/4 lb. Case Yield: 256 oz.



## NEW Vegetable Beef with Barley

4 lb. pouch Case Code: 25193 Pack/Size: 4/4 lb. Case Yield: 256 oz.



## Harvest Butternut Squash

4 lb. pouch Case Code: 20597 Pack/Size: 4/4 lb. Case Yield: 256 oz.



## Butternut Squash Soup with Curry

4 lb. pouch Case Code: 21112 Pack/Size: 4/4 lb. Case Yield: 256 oz.



## Loaded Baked Potato

4 lb. pouch Case Code: 20305 Pack/Size: 4/4 lb. Case Yield: 256 oz.



## Savory Beef Chili with Spicy Pepper Trio

4 lb. pouch Case Code: 23424 Pack/Size: 4/4 lb. Case Yield: 256 oz.



## Hearty Beef Chili with Beans

4 lb. pouch Case Code: 20300 Pack/Size: 4/4 lb. Case Yield: 256 oz.



## Southwest Vegetarian Chili

4 lb. pouch Case Code: 20602 Pack/Size: 4/4 lb. Case Yield: 256 oz.



## Creamy Chicken Soup with White & Wild Rice

4 lb. pouch Case Code: 21092 Pack/Size: 4/4 lb. Case Yield: 256 oz.



## Kickin' Crab & Sweet Corn Chowder

4 lb. pouch Case Code: 21082 Pack/Size: 4/4 lb. Case Yield: 256 oz.



## Broccoli Cheddar

4 lb. pouch Case Code: 20301 Pack/Size: 4/4 lb. Case Yield: 256 oz.



## Chicken Tortilla

4 lb. pouch Case Code: 20304 Pack/Size: 4/4 lb. Case Yield: 256 oz.



MORE THAN  
**36%**

OF OFF-PREMISE CONSUMERS  
HAVE USED CURBSIDE PICKUP  
OR DELIVERY DURING  
THE PANDEMIC,

AND OF THESE CONSUMERS,

**2/3**

ANTICIPATE CONTINUING  
CURBSIDE OR DELIVERY  
AFTER DINE-IN SERVICE  
RESUMES.<sup>1</sup>



### Claims Key

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

<sup>1</sup>Technomic Delivery and Takeout Consumer Trend Report, 2020



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