

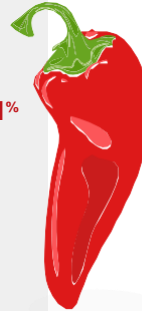
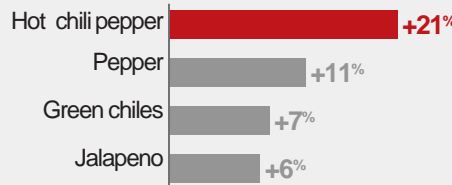
4 Trending Flavors & Ingredients for Springtime Soup Menus

Soup is a perfect addition to spring and summer menus, when fresh produce is abundant and diners want something a bit less indulgent. Warmer weather also means there's ample opportunity for operators to experiment with lighter flavors and unique ingredients. Change things up with these four trending ingredients for spring soups.

1 Hot and Spicy

Diner desire for on-fire flavors isn't showing any signs of waning. Use spicy sauces, peppers and condiments to kick up the heat in springtime soups.

YEAR-OVER-YEAR GROWTH:

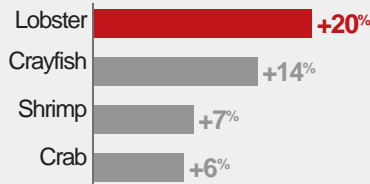


MENU INSPIRATION:

Top a bowl of **Savory Beef Chili** with **Spicy Pepper Trio** with chopped chiles or jalapenos for a burst of fresh, zesty flavor.

2 Shellfish

From rich bisques to interesting global influences, shellfish is popping up in soups more and more. Best of all, this is a premium ingredient that operators can charge more for.



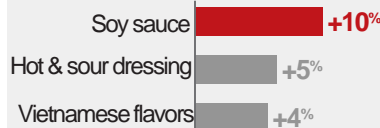
MENU INSPIRATION:

Add lobster as a garnish to **lobster bisque** (or other seafood soups) for additional indulgence; menu shrimp as a premium add-on to **jambalaya**.



3 Asian Influence

Up 4% on menus year-over-year, Asian soup is becoming a fast favorite for many diners. Asian ingredients trending in soup include:



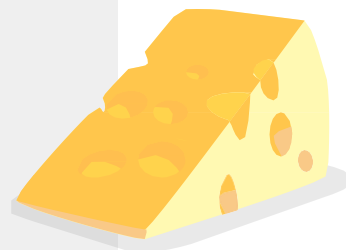
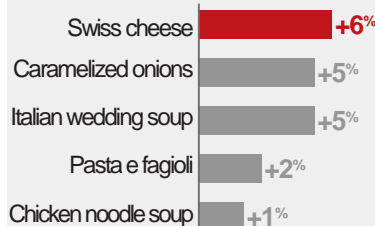
MENU INSPIRATION:

Start with a prepared chicken, beef or vegetable pho broth, or use **Vegetarian Vietnamese Pho Soup Base**, and menu **Vietnamese soup** with rice noodles and all the trimmings, like sliced onions, bean sprouts, cilantro, lime wedges, sliced jalapenos and more.

4 Comfort Food Classics

Soups that invoke feelings of nostalgia are back on-trend – **chicken noodle**, **pasta e fagioli**, **French onion** and **Italian wedding soups** are all growing. Bring back these crowd pleasers to attract diners who want something familiar.

COMFORT SOUP (AND INGREDIENTS) GROWTH, YEAR-OVER-YEAR:



For more information on how seasonal soups can drive business, visit campbellsfoodservice.com/tips-trends/fresh-for-the-season/

EARN UP TO \$500!



Product Name	CODE	Pack Size
Spicy		
Reserve Savory Beef Chili w Spicy Pepper Trio	GF 23424	4-4 lb.
Reserve Wicked Thai w Rice	20805	4-4 lb.
Shellfish		
Reserve Lobster Bisque w Sherry	21068	4-4 lb.
Reserve Crab Bisque w Sherry	24765	4-4 lb.
Reserve Kickin' Crab & Sweet Corn Chowder	21082	4-4 lb.
Reserve Jambalaya	NAE 21083	4-4 lb.
Asian		
Reserve Pho Chicken	21847	4-3 lb.
Reserve Pho Vegetable	VG V 21850	4-3 lb.
Comfort Classics		
Signature Chicken Noodle	NAE 20303	4-4 lb.
Signature French Onion	GF 23422	4-4 lb.
Signature Italian Wedding	22963	4-4 lb.

Health and Ingredient Claim Key

GF Gluten Free **NAE** Made with No-Antibiotics-Ever Chicken Meat **VG** Vegan **V** Vegetarian

\$10 Off Select Campbell Branded Soups

ACT NOW! Valid on purchases made between March 1 – May 1, 2020

Total Cases Purchased _____ X \$ _____ per case = _____ Total Savings

Valid on purchases made between March 1 – May 1, 2020. Offer subject to terms stated below, and all rebate claims must be postmarked by May 31, 2020.

MAIL IN REBATE TO (please print clearly):

Name of Operation _____

First Name _____

Last Name _____

Title _____

Street Address (no PO Boxes) _____

City _____

State _____

Zip Code _____

Country _____

Business Phone Number _____

Ext. _____

E-Mail Address _____

Distributor/City/State/Zip Code _____

TERMS AND CONDITIONS:

- A. This rebate offer applies only to foodservice operators.
- 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 to eligible Campbell® products listed above purchased between 3/1-5/1/2020.
- E. This rebate offer may not be combined with any other offer during the same time period.
- F. This rebate cannot be duplicated, assigned or transferred by an operator.
- G. Allow 4-6 weeks for payment of rebate.
- H. Minimum purchase: 5 cases; maximum rebate \$500.
- I. Operators should include distributor invoices (showing eligible products purchased) with this claim form. No handwritten invoices will be accepted. Must submit either original invoice,

- J. copy of original invoice or a velocity report that includes all of the following: distributor name and/or logo; operator name and customer number; valid period dates coinciding with coupon; eligible product codes matching coupon.
- K. Distributors may not redeem on behalf of operators.
- L. Club stores, c-stores, retail outlets and retail distributors are excluded. Operators currently on bid, purchase, or rebate programs for the products listed on the offer do not qualify.
- M. All submissions must be postmarked by 5/31/2020.
- N. Campbell's Foodservice is not responsible for lost, late or misdirected submissions.



SEND THIS ORIGINAL COMPLETED CLAIM FORM AND PROOF OF PURCHASE (SEE TERMS AND CONDITIONS) TO:

Spring Soup Rebate • PO Box 49542 • Strongsville, OH 44149-0542 or email to campbell_foodservice_rebates@archway.com

For questions regarding this rebate or products, please contact your local representative or call 1-800-879-7687