

WHAT IF YOU COULD GET SCRATCH-QUALITY SOUP *in less time?*



Campbell's® Reserve Roasted Red Pepper & Smoked Gouda Bisque

How much time and money are you putting into your scratch-made soup?



Are rising labor costs putting pressures on your margins?

At Campbell's Foodservice, we're here to help and partner with you on your mission to create memorable experiences.



Campbell's® Reserve Roasted Poblano & White Cheddar Soup with Tomatillos

**51 MINUTES
OF ACTIVE LABOR
SAVED**

Scratch prepared:
54 mins. of active labor

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

**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-ready

**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.

*Based on lab tests by fsSTRATEGY Inc., assuming operators use pre-cut vegetables to produce their scratch soups. Average time saved of the soups tested is 33 minutes. Labor and elapsed time savings are greater if operators cut their own vegetables.

The benefits of Campbell's® prepared soups go beyond just time saved.
See the other side for more info.



THE *benefits* OF CAMPBELL'S® SCRATCH-QUALITY PREPARED SOUPS GO BEYOND LABOR MINUTES.



Campbell's® Signature Homestyle Chicken Noodle

✓ Simplify your operations.

Campbell's® prepared soups have a smaller operational footprint than the ingredients for soups prepared in house. They also generate less waste and have a longer shelf life.

✓ Get a consistent product every time.

We have worked to master the art of making homemade taste in large formats, so you can rest easy knowing each bowl of soup you serve will have the same great flavor.

✓ Get a trusted brand for food safety.

We pride ourselves on taking all the steps necessary to ensure our product is handled safely. We're here to help you mitigate the risks that come with your kitchen juggling a multitude of things.

✓ Enjoy a wider range of offerings.

Sometimes you're constrained by the ingredients at your disposal. With Campbell's®, you can have a wider range of soup offerings, regardless of your location and your labor's skill sets. We offer timeless classics, like Chicken Noodle, and more unique, complex flavors, such as Roasted Poblano & White Cheddar Soup with Tomatillos.

WE MAKE SOUPS *you'd be proud* TO CALL YOUR OWN.

We build each recipe from scratch with carefully selected ingredients.

what's in ↘

NO-ANTIBIOTICS-EVER CHICKEN MEAT

OPTIONS RICH IN PROTEIN, FIBER AND VITAMINS

VEGAN AND VEGETARIAN OPTIONS

GLUTEN-FREE OPTIONS

what's out ↗

ADDED MSG

HIGH-FRUCTOSE CORN SYRUP

COLORS FROM ARTIFICIAL SOURCES

ARTIFICIAL FLAVORS • ADDED PRESERVATIVES



Campbell's® Reserve
Wicked Thai Style Chicken & Rice



We can help you get more out of the time you have. See how at campbellsfoodservice.com.
Contact your local sales rep and make the switch to Campbell's® prepared soups.