



## CINCO DE MAYO - PROMOTION

# EARN UP TO \$500

ON SELECT CAMPBELL BRANDED SOUPS,  
CAMPBELL'S TOMATO JUICE & V8  
APRIL 1 - MAY 31, 2021



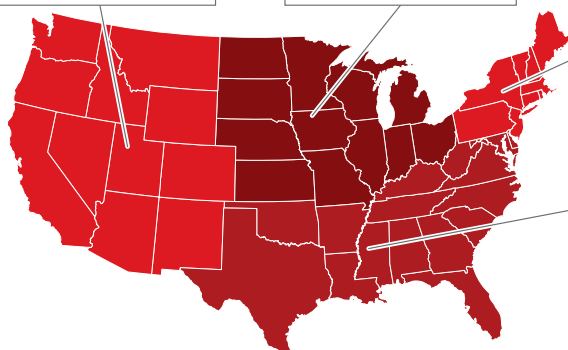
27926 - Reserve Mexican Street Corn

### TOP APPETIZERS/SIDES BY REGION:

WEST	
Chips	9%
Guacamole	6%
Chips & Salsa	6%
French Fries	5%
Mexican/Spanish Rice	5%
Chicken/Beef Nachos	4%

MIDWEST	
Tator Tots	14%
Guacamole	10%
Chile Con Queso	6%
Chicken/Beef Nachos	5%
Refried Beans	5%
Cheese Dips	4%

NORTHEAST	
Guacamole	20%
Salsa	9%
Sour Cream	7%
Black Beans	7%
Mexican/Spanish Rice	6%
Cheese Dips	5%



SOUTH	
Guacamole	17%
Chile Con Queso	13%
Mexican/Spanish Rice	11%
Refried Beans	9%
Cheese Dips	7%
Sour Cream	6%

Source: Technomic, Mexican Chains CORE\* Report, 2019



**55%** OF CONSUMERS ARE  
LIKELY TO ORDER DISHES  
WITH ETHNIC FLAVORS FOR DINNER\*



**71%** AGREE MEXICAN CUISINE IS  
UNIQUE AND EXCITING\*

\*Technomic 2018 Ethnic Consumer Trend Report

### RECOMMENDED SOUP FLAVORS FOR THE MEXICAN SEGMENT:



26832 - Reserve Roasted Poblano & White Cheddar with Tomatillos

Roasted Poblano & White Cheddar  
with Tomatillos (26832)

Tequila Spiked Fiesta Chicken (21076)

Mexican Street Corn (27926)

Chicken Tortilla (20304)



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



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Earn up to \$500 • On Select Campbell Branded Soups, Campbell's Tomato Juice & V8 • April 1 - May 31, 2021



## \$10 OFF SELECT CAMPBELL'S BRANDED SOUPS

Number of Cases	Product Name	Case Code	Distributor Code	Pack/Size	Yield	Claims
	Reserve Mexican Street Corn	27926		4/4 lb Pouch	256 oz	GF V
	Reserve Roasted Poblano & White Cheddar w Tomatillos	26832		4/4 lb Pouch	256 oz	GF V
	Reserve Savory Beef Chili w Spicy Pepper Trio	23424		4/4 lb Pouch	256 oz	GF
	Reserve Tequila Spiked Fiesta Chicken	21076		4/4 lb Pouch	256 oz	GF NAE
	Chili Con Carne	08186		3/4 lb Tub	384 oz	
	Signature Cheesy Chicken Tortilla	18294		3/4 lb Tub	384 oz	NAE
	Signature Chicken Tortilla	14894		3/4 lb Tub	384 oz	NAE
	Signature Mexicali Tortilla	10431		3/4 lb Tub	384 oz	GF
	Signature Mexicali Tortilla (retail ready)	18489		3/4 lb Tub	384 oz	GF
	Signature Santa Fe-Style Black Bean	10430		3/4 lb Tub	384 oz	GF V VG
	Signature Cheesy Chicken Tortilla	21479		4/4 lb Pouch	256 oz	GF 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 Southwest Vegetarian Chili	20602		4/4 lb Pouch	256 oz	V VG

## \$3 OFF SELECT CAMPBELL'S AND V8 BEVERAGES

	Campbell's Tomato Juice	21248		6/46 oz PET		GF FS
	V8 Spicy Hot 100% Vegetable Juice	20611		6/46 oz PET		GF V FS
	V8 Bloody Mary Mix	20655		6/46 oz PET		V FS

## \$10 OFF SELECT CAMPBELL BRANDED SOUPS • \$3.00 OFF SELECT BEVERAGES

<b>Total Soup Cases Purchased</b> _____ X \$10.00/case _____ = _____ <small>SAVINGS</small>	<b>TOTAL SAVINGS</b> _____
<b>Total Beverage Cases Purchased</b> _____ X \$3.00/case _____ = _____ <small>SAVINGS</small>	

### Claims Key

- GF** Gluten Free    **VG** Vegan    **V** Vegetarian  
**GS** Good Source of...    **FS** Full Serving of Vegetables  
**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:  
 Cinco de Mayo 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 4/1/2021 and 5/31/2021.
- 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 6/30/2021.
- M. Campbell's Foodservice is not responsible for lost, late or misdirected submissions



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

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