



THE MARKET

The choices that America's families have for a nutritious, simple meal are varied and vast, but one staple that moms have been serving for more than a century is Campbell's soups. The Campbell's trademark and the brands under its banner are true American icons, imbued with rich collective and individual emotion. While Campbell's U.S. soups remain the largest business in the company, Campbell has other leading soup brands around the world, including Campbell's Gardennay in Canada, Liebig and Royco in France and Belgium, Erasco and Heisse Tasse in Germany, and Campbell's in Australia, New Zealand, and Hong Kong.

However, Campbell is not just a soup company. Over the years the company has acquired or developed other important market-leading positions. These include V8 100% vegetable juice; Swanson broth and stock; Pace Mexican sauces; Prego Italian sauces; Pepperidge Farm cookies, crackers, and fresh breads; and Arnott's biscuits (cookies and crackers) in Australia and New Zealand. All of these brands share three commonalities: each is unique, iconic, and a powerful marketing force.

ACHIEVEMENTS

In 1897 the Joseph A. Campbell Preserve Company introduced a food revolution: condensed soups. Dr. John T. Dorrance, nephew of the company's general manager, invented this new way of producing soup. By adding less water right from the start, Dorrance significantly lowered the cost of packaging, shipping, and storage. This innovation allowed the Joseph A. Campbell Preserve Company to offer a 10-ounce can for 10 cents, compared to more than 30 cents for a 32-ounce can of typical soup. Twenty-one varieties were soon available, and Campbell's quickly became the most successful soup brand, a



position it has held for more than a century. More than 2.5 billion bowls of Campbell's soup — including Chicken Noodle, Tomato, and Cream of Mushroom — are consumed by Americans each year.

In 1916 Campbell's condensed soups began to be used in recipes. Campbell's Kitchen created a number of recipes that have been enjoyed on America's tables for decades. Green Bean Casserole remains one of the staples of America's holiday tables after more than 50 years. More than 440 million cans of Campbell's soups are used in

easy-to-prepare recipes in America each year. Cooking with Campbell's soup is so popular that the product ranks behind only meat/poultry, pasta, and seasonings/spices as the ingredient most frequently used to prepare dinner each evening.

Beyond soups, Campbell owns some of the world's most recognizable brands. Pepperidge Farm bread, cookies, and crackers in the United States and Arnott's cookies and crackers in Australia are two of the strongest players in the baked snacks marketplace. Erasco and Liebig are successful brands in Europe. V8 100% vegetable juice is among the most popular vegetable juices in the world. Swanson broth consistently ranks in the top five of products purchased during holiday time. The portfolio of brands and geographies have grown so that Campbell products are now sold in approximately 120 countries around the globe.

HISTORY

The Joseph A. Campbell Preserve Company was formed in 1869 by two men: Joseph Campbell and an icebox manufacturer named Abraham Anderson. The men started their business in Camden, New Jersey, where Campbell's world headquarters is still located. The original company produced canned tomatoes, vegetables, jellies, soups, condiments, and minced meats. But in 1897,

twenty-four-year-old Dr. John T. Dorrance made a discovery that would change the company's focus—and fortune—forever. Dr. Dorrance invented condensed soup, which allows a high-quality product to be produced and shipped relatively inexpensively while simultaneously saving space on retail shelves and in consumer's cupboards. After the company began an extensive nationwide taste test to allow housewives the opportunity of tasting the new soup, the product became a household staple.

Ancillary products were soon dropped to allow the company to focus on the burgeoning condensed soup business. In 1922 the company's name was officially changed to Campbell Soup Company.

In 1934 Campbell's introduced the first soup to be used primarily as a sauce, expanding



the product's usefulness in the kitchen. Cream of Mushroom soup went on to become one of the top-three-selling soups produced by Campbell. In 1955 Dorcas Reilly, a Campbell home economist, created a dish that today is integrally tied to the holidays: Green Bean Casserole. This amazing sidedish, easily put together in just one cooking dish, has been served with millions of Thanksgiving dinners for more than half a century.

Campbell began production of Campbell's tomato juice in 1937, using its expertise in growing fine tomatoes to produce a quality beverage that would be available year-round.

In 1962 Campbell's status as an American icon was solidified when pop artist Andy Warhol painted his famous Campbell's soup cans. When asked why he painted the iconic can, Warhol once replied that he had eaten Campbell's soups once a day for 20 years.

Campbell's Chunky soup was introduced in 1970, creating a successful lineup of hearty, ready-to-eat soups.

In 1981 Prego Italian sauce came on the market, expanding Campbell further into the simple meals category.

In 2006 V8 V-Fusion, a beverage made from 100 percent vegetable and fruit juices, was launched, successfully combining two healthy servings of fruits and vegetables into one great taste. Each eight-ounce glass provides a full serving of vegetables and a full serving of fruit with a delicious taste.

THE PRODUCT

In addition to the iconic Campbell's condensed soups, Campbell makes some of America's best-known brands in the simple meals and baked snacks categories.

Campbell's Chunky soup has become the soup of choice for eaters who are looking for a "good" feeling of full. Chunky has many varieties that use nothing but lean meat, more than 20 of which offer a good source of protein, and lots of varieties that offer a full serving of vegetables.

Prego Italian sauces is one of America's most popular brands of Italian sauces. The recipe is actually based on a family-favorite recipe of one of Campbell's chefs, using spices imported from around the world.

The V8 brand was acquired in 1948. V8 100% vegetable juice's mission is to get more vegetables to more people every day. In the United States, seven out of 10 adults don't get their daily recommended vegetables. The V8 brand diversified and expanded its great-tasting lineup to help close the vegetable gap. More than 20 products are now available, from the traditional "red juice" to Low Sodium V8 and



Spicy Hot V8 to V8 V-Fusion, which delivers vegetable nutrition that tastes like fruit.

Pace Mexican sauces was acquired in 1995. Pace Picante sauce is still made using the recipe David Pace developed more than 60 years ago.

Available in a variety of flavors, Pace salsa and Picante sauce are made with the finest ingredients, including fresh hand-picked jalapeños.

Swanson broth allows cooks to create dishes using all the flavor of real chicken and just the right amount of seasonings. In 2008 Swanson stock was introduced. Used primarily for main meat dishes, gravies, and sauces, Swanson stock is a key ingredient in culinary creations.

The Pepperidge Farm brand was acquired in 1960. The folks at Pepperidge Farm consider themselves bakers, not manufacturers, so that every product they create is special. From tasty Milano cookies to crunchy Pepperidge Farm Goldfish crackers, Pepperidge Farm consistently brings to market innovative baked snacks, indulgent treats, and fresh breads.

RECENT DEVELOPMENTS

Campbell's is now in the eighth year of its sponsorship with the American Heart Association and its support of the Go Red For Women movement. The Campbell's® Address Your Heart Pantry Project sweepstakes is an effort to raise awareness of heart health. Campbell is giving consumers the chance to win over 1,000 prizes designed to help them begin heart-healthy habits at home. Additionally, Campbell has introduced two new flavors of Healthy Request soups, Southwest-Style Bean & Barley and Tuscan-Style Lentil.

Campbell's diverse portfolio of products include nearly 100 options that meet the criteria for the American Heart Association's Heart Check mark. Certified Campbell products include the following:

- Healthy Request soups
- V8® Low Sodium Regular and V8 V-Fusion® Light beverages
- Prego® Heart Smart™ pasta sauces
- Pepperidge Farm® whole-grain breads (select varieties)
- Swanson® premium chunk chicken

Campbell was also named to the Global 100 Most Sustainable Corporations in the World list by Corporate Knights, a media, research, and financial products company. Campbell is one of

18 companies in the United States — and the only U.S. food company — included in the Global 100. The Global 100 drew companies from 22 countries on six continents; inclusion in the top 100 puts Campbell in the top 2.4 percent of the 4,000 companies evaluated.

The Corporate Knights recognized Campbell for its innovative energy and water conservation programs. Over the past four years, Campbell's capital investments in energy and water conservation have yielded a cumulative savings of more than \$53.9 million. Campbell was also cited for its key community engagement initiatives.

PROMOTION

In 1899 John Dorrance took a gamble in New York City when he was the first manufacturer to place advertising on New York City's streetcars. The ads featured a large illustration of the iconic Campbell's condensed soup can. Sales in New York City increased by 100 percent in just two years.

A few years later another icon was "born." *The Campbell Kids*, illustrated by Grace Wiederseim, made their appearance on streetcars in Philadelphia in 1904. They became hugely popular and have been included in Campbell's advertising and reproduced on thousands of licensed pieces around the world.

The famous "M'm! M'm! Good!" jingle was created in 1931 for a radio spot. The company sponsored some of the classic radio shows, including the *George Burns and Gracie Allen Show* and the *Campbell's Showcase*. The song has been incorporated into Campbell's advertising in various ways for more than eight decades, including the recent "So Many, Many Reasons it's so... M'm! M'm! Good!" campaign for condensed soup.

BRAND VALUES

Campbell Soup Company has created a truly American icon in the Campbell's trademark. The Campbell's trademark embodies an emotional dimension that resonates with America's families. With a taste that adults and children both love, Campbell's extols family values with trustworthy, quality products.

THINGS YOU DIDN'T KNOW ABOUT CAMPBELL'S

- Americans purchase more than 70 cans of Campbell's soups every second.
- Tomato was the first variety of soup created by Campbell.
- The Campbell Kids celebrate their 110th birthday in 2014.
- The genesis of the red and white color design on Campbell's condensed soup cans came after a company executive attended a Cornell University football game. The executive was so taken by the team's new red and white uniforms that he convinced Campbell to use the colors on its labels.

