



Campbell's

THE MARKET

The choices America's families have for a nutritious, simple meal are varied and vast, but there has been one staple that moms have been serving for more than a century, and that 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 *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; *Pace* Mexican sauces; *Prego* Italian sauces; *Pepperidge Farm* cookies, crackers, and fresh breads; *Arnott's* biscuits (cookies and crackers) in Australia and New Zealand; and *Godiva Chocolatier*, a true global business. 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 removing most of the water in canned soup, Dorrance significantly lowered the cost of packaging, shipping, and storage. This step 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



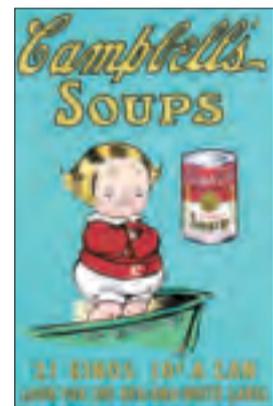
a number of recipes that have been enjoyed on America's tables for decades. Green Bean Casserole remains one of the staples of America's holiday tables after more than 50 years. More than 440 million cans of *Campbell's* soup are used in easy-to-prepare recipes in America each year. Cooking with *Campbell's* 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 the most popular vegetable juice in the world. *Swanson* Broth, another iconic Campbell brand, consistently ranks in the top five of products purchased during holiday time. *Godiva* chocolates continue to be the ultimate choice for consumers who are looking for a little indulgence, either as a gift or just for themselves. The portfolio of brands and geographies have grown so that Campbell products are now sold in 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 which is today 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.

Among the other highlights on the *Campbell's* timeline:

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

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.

1965: *SpaghettiOs* pasta was introduced under the *Franco-American* brand. The unique flavored sauce and fun shapes create a meal that both moms and kids endorse.

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

THE PRODUCT

In addition to *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 hearty, warm, fulfilling meal. Over 40 varieties of *Campbell's Chunky* soup are available.

Campbell's Select is a fashionable ready-to-serve soup. These varieties, created by Campbell chefs, use distinctive, premium ingredients which appeal to a more sophisticated palate.

Prego Italian sauces, introduced in 1981, 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.

V8 was acquired in 1948. *V8* 100% Vegetable Juice is the beverage of choice for health-conscious consumers who want to thrive.

Godiva Chocolatier was acquired by Campbell in 1966. Recognized as a leader in fine chocolates the world around, *Godiva* has been dedicated to excellence and innovation in the Belgian tradition for almost 80 years. *Godiva* offerings include truffles, European-style biscuits, and gourmet coffees.

Pace Mexican sauces, acquired in 1995, is the go-to salsa for consumers looking for a tasty kick of authentic Southwest flavor. Available in a variety of flavors, *Pace* Salsa and Picante sauce are made of the freshest ingredients, including hand-picked jalapenos.

Swanson broth allows cooks to create dishes using all the flavor of real chicken and just the



right amount of seasonings. *Swanson* broth replaces water with flavor, making just about any dish a real family-pleaser.

Pepperidge Farm 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 innovative baked snacks, indulgent treats, and fresh breads to market.



RECENT DEVELOPMENTS

Campbell's brands continue to innovate. Some recent highlights include new offerings of *Campbell's* soups in microwaveable cups and bowls. For the first time in history, three of *Campbell's* most popular flavors are available in convenient single-serve microwaveable packaging. Tomato, Chicken Noodle, and Vegetable soup microwaveable bowls started moving off the shelves and into offices, schools, and lunchboxes everywhere in 2005.

Introduced in 2002, *Campbell's Soup at Hand* soup is sippable soup in a cup ready in just over a minute. Thirteen flavors of this handy product are available, from Creamy Tomato to Chicken with Stars, all of which are suited for either a quick, hot snack or a great way to eat right when on the run. In fact, the package fits neatly into a car cup holder.

Campbell's Select Gold Label is a shelf-stable restaurant-quality gourmet soup. Each striking gold box contains flavors and quality unsurpassed

by any other ready-to-serve soup. Refined and dignified, *Campbell's Select Gold Label* became available at the end of 2005, with flavors such as Butternut Squash and Portobello Mushroom.

Launched in early 2006, *V8 V-Fusion* is a beverage made from 100 percent vegetable and fruit juices. Each eight-ounce glass provides a full serving of vegetables and a full serving of fruit with a delicious taste.

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 streetcars. The ads featured a large illustration of the now-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 the world round.

The famous "M'm! M'm! Good!" jingle was created in 1931 for a radio spot. The company sponsored some of the classic 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 seven decades.

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 is loved by both adults and children, *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.
- Nationally, *Campbell* products are purchased more often than any other product in supermarkets.
- The Campbell Kids' 100th birthday was 2004.
- 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.