



### 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 *Hesse 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 120 countries around the globe.

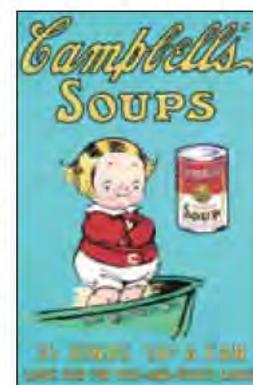
### HISTORY

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 announced the launch of 35 new soup and simple meals products in September 2011. Some of the highlights of this roll-out include:

- Five *Campbell's Slow Kettle Style* soups, which Campbell chefs created to be "better than homemade."
- Four *Campbell's Select Harvest* soups, inspired by the regional cuisine of places such as New Orleans, New England, and the U.S. Southwest.
- Eight *Campbell's Healthy Request* soups, offering heart-healthy alternatives for some of Campbell's most popular soup varieties.
- Two 50-ounce, family-size cans of *Campbell's Chunky* soup, designed to pour over rice or mashed potatoes to create a meal in minutes.
- Three *Swanson Flavor Boost* products — a concentrated broth that comes in packets; home cooks can add this convenient blend into skillet dishes or stir fries.
- Two unsalted *Swanson* stocks, for people trying to limit their sodium intake but who

still want to add beef or chicken flavor to their recipes.

- Four unique Italian sauces hitting the market under the *Wolfgang Puck* brand.
- Two pizza sauce offerings from *Prego*, which is also adding a *Prego Light Smart* sauce with a lower calorie count.

Also in the Mexican sauce category, *Pace* is launching a smoother *Restaurant-Style* salsa, as well as *Salsa con Queso*, a cheese sauce that consumers pour straight from a jar.

## 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 Wiedersheim, 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* celebrated their 100th birthday in 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.