



# a holiday season to savor:

5 Tips to Make  
Limited-Time Offers  
Hot Sellers This Winter

*Campbell's*  
Foodservice

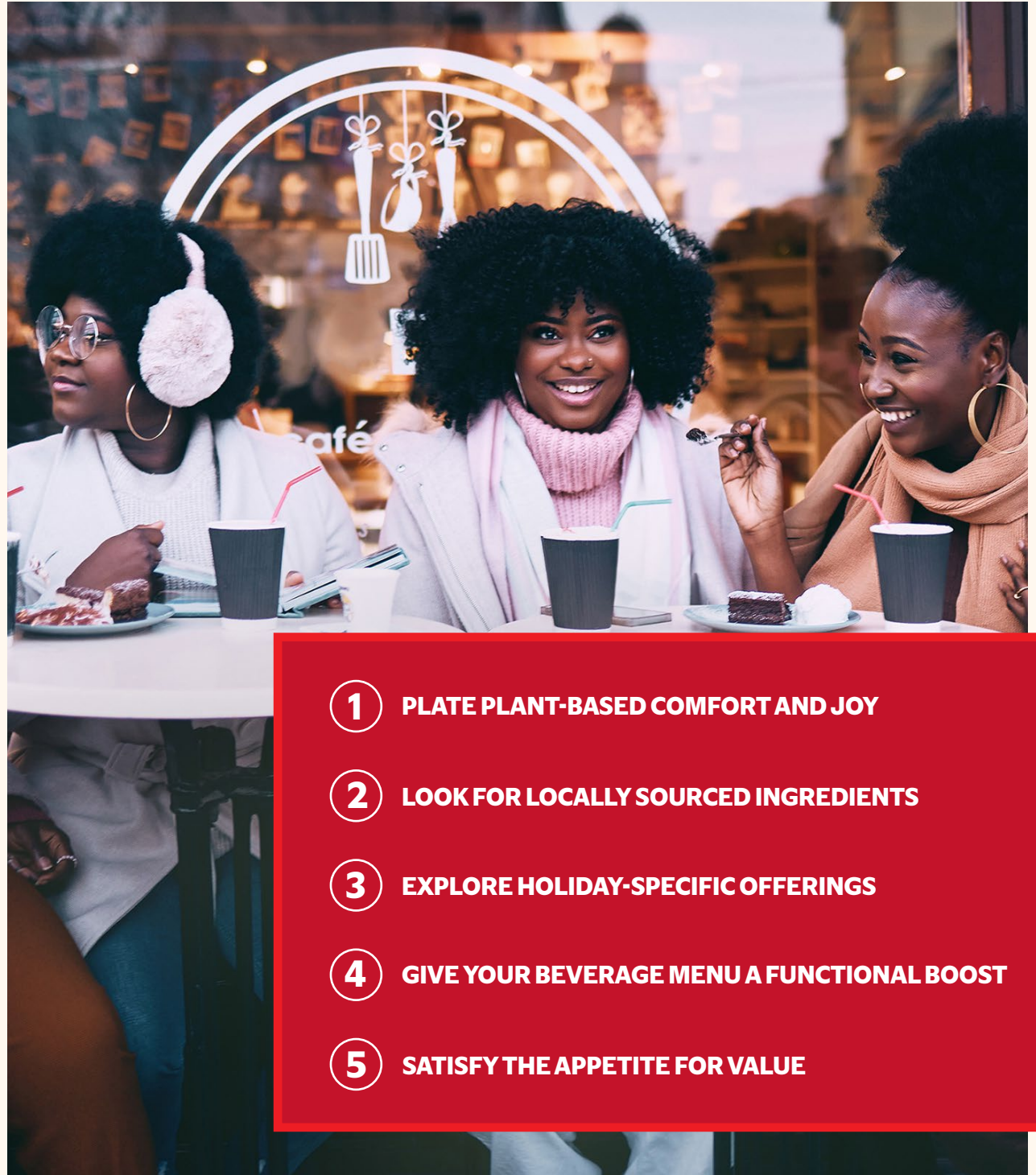
**Season's Greetings revolve around season's eatings**—and every year foodservice operators and distributors scramble to make the most of this magical time. 'Tis the season for limited-time offers (LTOs), and with the right menu planning, the possibilities are limitless.

HOLIDAYS MOST ASSOCIATED WITH SEASONAL FLAVORS & LTOS<sup>1</sup>

**Thanksgiving 71%**  
**Christmas/Hanukkah/Kwanzaa 64%**

“Consumers associate special flavors and LTOs most readily with Thanksgiving and winter religious holidays,” according to a report from Datassential.<sup>1</sup> Given that **two in five consumers** consider seasonal flavors and appropriate sourcing when choosing new offerings,<sup>2</sup> flavors and LTOs made with in-season ingredients are a must for maximizing sales.

Here are **five tips** for making holiday menus more flavorful and festive.



- 1 PLATE PLANT-BASED COMFORT AND JOY**
- 2 LOOK FOR LOCALLY SOURCED INGREDIENTS**
- 3 EXPLORE HOLIDAY-SPECIFIC OFFERINGS**
- 4 GIVE YOUR BEVERAGE MENU A FUNCTIONAL BOOST**
- 5 SATISFY THE APPETITE FOR VALUE**



## 1 PLATE PLANT-BASED COMFORT AND JOY

In U.S. retail alone, the plant-based food market has grown from \$3.9 billion in 2017 to **\$8.1 billion** in 2023.<sup>3</sup> Six in 10 households purchased plant-based foods last year.<sup>3</sup> What's more, plant-based foods have evolved, with greater variety and flavor profiles.



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Campbell's® Culinary Reserve Cuban-Style Black Bean Soup

Hearty, plant-based dishes that provide **warmth and comfort**, such as vegan stews, creamy plant-based soups, and meatless shepherd's pie, are sure to be welcome additions to holiday menus.

Great options as stand-alone offerings, Campbell's Foodservice offer an array of plant-based favorites. Add seasonal savor and variety to the menu with these and other craveable, filling soups.





## LOOK FOR LOCALLY SOURCED INGREDIENTS

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When developing new menu items and LTO concepts, be sure to include locally sourced seasonal ingredients, including winter vegetables like Brussels sprouts, sweet potatoes, and turnips.

## WHAT CONSUMERS WANT<sup>2</sup>

Local ingredients **47%** Seasonal ingredients **41%**

Picked at the peak of ripeness, local and seasonal ingredients are especially fresh, flavorful, and nutritious. They're also **economical and environmentally friendly** because they don't require long transportation or extensive packaging.

Count on Campbell's to infuse festive flavor to complement locally sourced dishes as a tasty seasonal side.

### WINTER VEGETABLES

- ✓ Beets
- ✓ Brussels sprouts
- ✓ Cabbage
- ✓ Carrots
- ✓ Celery
- ✓ Collard greens
- ✓ Leeks
- ✓ Onions
- ✓ Parsnips
- ✓ Potatoes
- ✓ Rutabaga
- ✓ Sweet potatoes and yams
- ✓ Turnips
- ✓ Winter squash



Creamy Brussels Sprouts with Bacon Made with Campbell's® Condensed Cream of Mushroom Soup

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## EXPLORE HOLIDAY-SPECIFIC OFFERINGS

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**Forty-seven percent** of consumers believe that the purpose of the holidays is to gather people for dinner.<sup>2</sup>





Hearty Vegetable & Turkey Soup Made with Campbell's®  
Healthy Request® Condensed Tomato Soup



Turkey Pot Pie Soup with Campbell's® Healthy Request®  
Cream of Mushroom Soup

Even during the pandemic, **1 in 4** consumers turned to restaurants during the holidays, and nearly half of Gen Z were open to getting parts, if not their whole, Christmas meal from a restaurant.<sup>2</sup> With the return of foot traffic, restaurants can expect that percentage to increase.

Now more than ever, the season serves up a feast of opportunities to add LTOs with flavors associated with the holidays, including cranberry, pumpkin, and turkey.



Easy Tomato Soup Spice Cake with Lighter Cream Cheese Frosting



## GIVE YOUR BEVERAGE MENU A FUNCTIONAL BOOST

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To keep holiday menus fresh yet traditional, a balance between **novelty** and **nostalgia** is needed. Adding specialty beverages that combine flavor and function can bring good cheer.





Coconut Turmeric Latte made with Pacific Foods® Barista Series™

A festive range of functional drinks can contribute to this balance while creating buzz—and you can add a few without reinventing the wheel but by elevating core beverages with flavors that provide a seasonal twist.

Consider warm beverages like a turmeric-infused pumpkin latte, adaptogenic hot chocolates, and herbal teas with global flavors and aromatic ingredients.

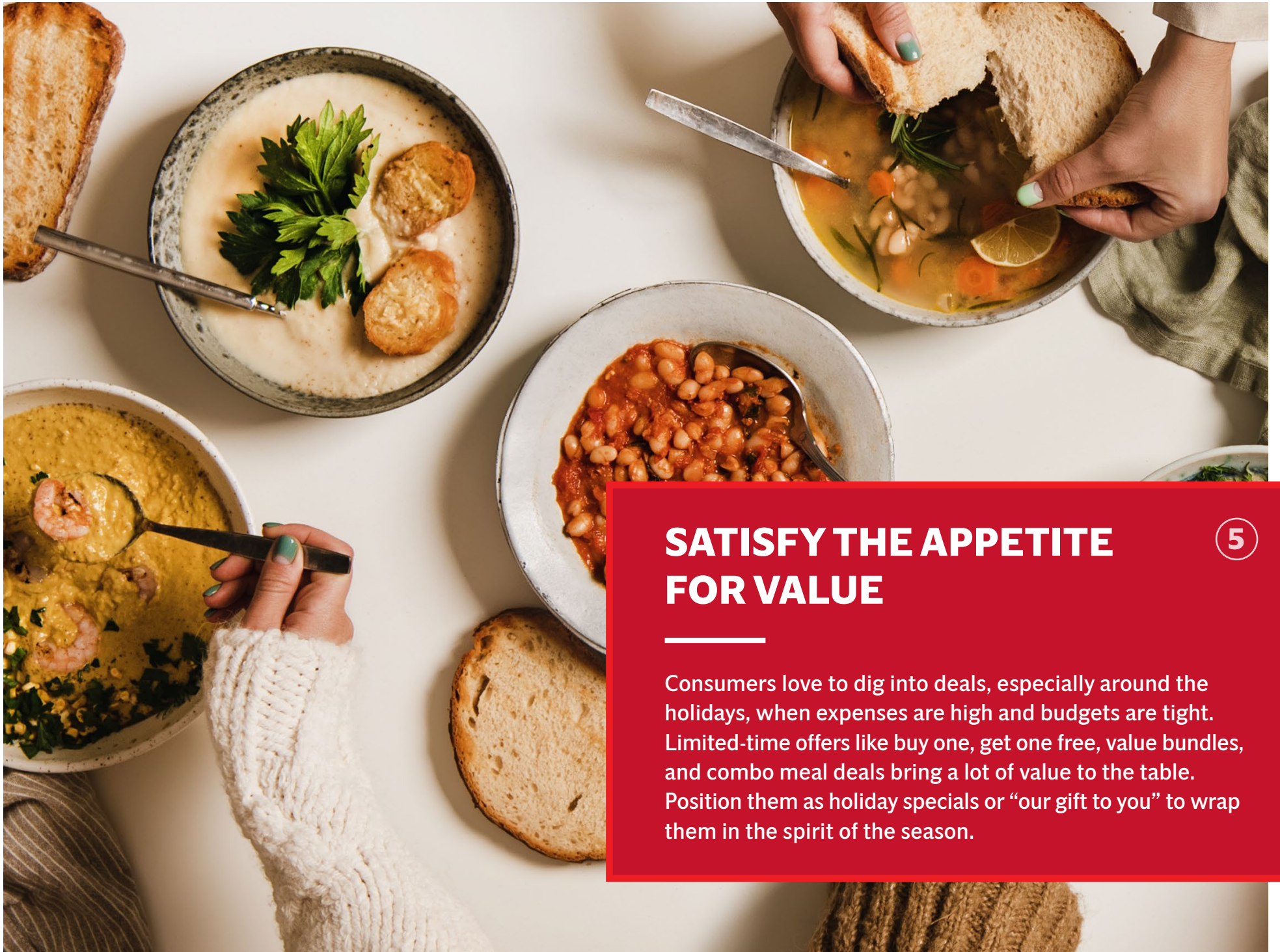


## A TOAST TO FUNCTIONAL BEVERAGES

U.S. functional beverage sales increased **54%** from March 2020 to March 2024, reaching \$9.2 billion—faster than the 43% growth of the nonalcoholic beverage market overall.<sup>4</sup>



Cardamom Ginger Almond Latte made with Pacific Foods® Barista Series™ Almond



## SATISFY THE APPETITE FOR VALUE

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Consumers love to dig into deals, especially around the holidays, when expenses are high and budgets are tight. Limited-time offers like buy one, get one free, value bundles, and combo meal deals bring a lot of value to the table. Position them as holiday specials or “our gift to you” to wrap them in the spirit of the season.

## LTOS STEP UP TO THE PLATE<sup>8</sup>

### BUFFALO WILD WINGS

\$20 unlimited boneless chicken wings

RESULT: **Foot traffic flocks onsite**

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### STARBUCKS

50% off deal on Fridays

RESULT: **Friday visits perk up significantly**

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### CHILI'S

Revamped “3 for Me” menu special

RESULT: **Weekly year-over-year visits on a hot streak**

Consider offering customers their choice of Campbell's Foodservice as part of a holiday meal bundle, as an appetizer, or alongside a sandwich for lunch.

## PRICE DROPS ON THE RISE

- **40%** of operators who have increased menu prices agree that consumers are hungry for deals—up from 33% in Q1 2024.<sup>6</sup>
- Value-oriented LTOs are increasing rapidly, with **35%** more in April 2024 compared to the previous year.<sup>7</sup>





*Campbell's*  
Foodservice

# Maximize your holiday menu variety with Campbell's Foodservice

Across foodservice segments, Campbell's pours on the variety people crave.

Pore over our soup product portfolio for options that serve a wide range of culinary applications—on the holidays and every day.

1. Datassential, Seasonal Flavors & Holiday Menus Report, 2022

2. Datassential, Seasonal LTOs Report, 2021

3. Good Food Institute, U.S. Retail Market Insights for the Plant-Based Industry, 2024

4. Durbin, Dee-Ann, and Dixon, Loise, "Do Drinks That Are Meant to Do More Than Taste Good Actually Provide Any Health Benefits?" AP, April 15, 2024

5. Technomic, Q2 2024 Consumer & Operator Outlook Report

6. Technomic, Ignite Menu, 2024

7. Arnold, Bracha, "Limited Time Offers: Price Wars Boost Visits", Placer.ai Blog, 2024