

VALUE REBATE

Engineer Your Menu Strategy to Provide Value

EARN UP TO \$500

Minimum Rebate: 5 Cases
Maximum Rebate: \$500
January 1, 2025 - April 30, 2025

Consumers are searching for deals when ordering.

Appeal to consumers by:

- Offering deals and shareable options
- Leaning on LTOs to make promos more attractive
- Support labor savings where it counts

Boost Traffic with Deals & Promotions:

48%

of consumers order soup when it is bundled with other food items like a side or entrée.¹

68%

of consumer say they are likely or somewhat likely to order soup with a full or half sandwich.¹

Campbell's
Foodservice



Kettle Brand® Sea Salt Chips pairs well with a turkey sandwich or Campbell's® Culinary Reserve Chicken Noodle Soup



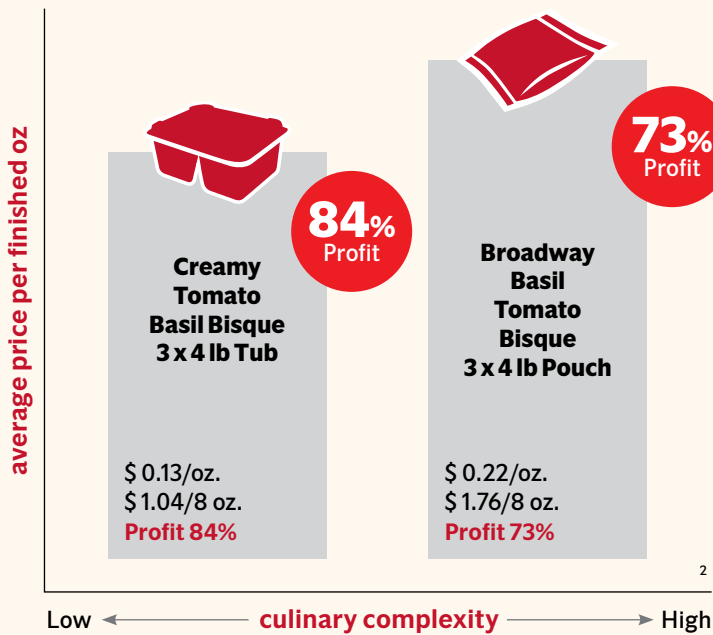
Kettle Brand® Sea Salt & Vinegar Chips pairs well with a veggie sub or Campbell's® Culinary Reserve Hearty Beef Chili with Beans

Increase Revenues with Front Of House Pairings and Combos

Offer a minimum 10% discount on an item when it's part of a combo - boost overall profit due to the larger purchase.

Create bundles that deliver more bang for the buck featuring your most popular pairings.

Bundle chips with your soup offerings—kettle chips are the 2nd most popular food category consumers want with soup.¹



¹Technomic, Inc. US Soup & Salad Report 2022

²Campbell Branded Price List 8.22.23, Best Bracket, includes 25% distributor markup

Leverage LTOs to offset culinary complexity and demonstrate value

Cross-utilizing ingredients as a way to keep costs and waste down. Create small twists on classics to meet the demand for something new.

Emphasize the attributes that are important to your customers. Promote quality and elevate soup as center of the plate

By choosing versatile ingredients, operators can fuel the volume of items across the menu through dayparts, preparation techniques, and formats.

Kettle Brand® Jalapeno Chips pairs well with a roast beef sandwich or Campbell's® Culinary Reserve Roasted Red Pepper & Smoked Gouda Bisque



Reducing labor cost means you can shift kitchen responsibilities

A test kitchen comparison of five Campbell's® Culinary Reserve Pouch prepared soups versus in-house scratch soups, utilizing active prep time and labor, demonstrates how much you can actually save.³

NUMBERS DON'T LIE

We put Campbell's® Culinary Reserve to the test against in-house soups to show how much time is saved.⁴

**CAMPBELL'S® CULINARY RESERVE
ROASTED POBLANO & WHITE CHEDDAR
SOUP WITH TOMATILLOS**



Ready in 3 minutes compared with 54 minutes for scratch prepared

**CAMPBELL'S® CULINARY RESERVE
ROASTED RED PEPPER & SMOKED
GOUDA BISQUE**



3 minutes until guest ready versus 42 minutes for scratch prepared

**Campbell's®
Foodservice**

³Datassential Quick Service Restaurant Segment Guide 2023

⁴Based on 2018 lab tests by fsSTRATEGY Inc., assuming operators use pre-cut vegetables to produce their scratch soups.

Average time saved of the five soups tested is 33 minutes. Labor and elapsed time savings are greater if operators cut their own vegetables.

Value Rebate Promotion

Earn Up To \$500!

Maximum Rebate \$500
January 1, 2025 - April 30, 2025

Campbell's
**CULINARY
RESERVE**

Number of Cases	Product Name	Case Code	Distr. Code	Pack/Size	Rebate Amount	Rebate Amount
Campbell's® Culinary Reserve - Frozen Soups - Pouch						
	New England Clam Chowder	29009		4/4 lb	\$5.00	
	Roasted Red Pepper Tomato & Gouda	16835		4/4 lb	\$5.00	
	Broadway Basil & Tomato Bisque	21081		4/4 lb	\$5.00	
	Roasted Poblano & White Cheddar Soup with Tomatillos	26832		4/4 lb	\$5.00	
	Wicked Thai Style Chicken & Rice Soup	20805		4/4 lb	\$5.00	
	Aged White Cheddar and Cauliflower Bisque	28265		4/4 lb	\$5.00	
	Chicken Tortilla	20304		4/4 lb	\$5.00	
	Hearty Beef Chili With Beans	20300		4/4 lb	\$5.00	
	Southwest Vegetarian Chili	20602		4/4 lb	\$5.00	
	Savory Beef Chili w Spicy Pepper Trio	23424		4/4 lb	\$5.00	
	Baja Style Chicken Enchilada	28744		4/4 lb	\$5.00	
	Lobster Bisque with Sherry	21068		4/4 lb	\$5.00	
	Chicken Noodle Soup	20303		4/4 lb	\$5.00	
	Broccoli Cheddar Soup	20301		4/4 lb	\$5.00	
	Reduced Sodium Chicken Noodle	27443		4/4 lb	\$5.00	
	Reduced Sodium Tomato Basil	27444		4/4 lb	\$5.00	
	Reduced Sodium Vegan Vegetable	27445		4/4 lb	\$5.00	
Campbell's® Culinary Reserve - Frozen Soups - Tub						
	Italian Style Wedding	10428		3/4 lb	\$5.00	
	Minestrone	08167		3/4 lb	\$5.00	
	Beef & Barley With Vegetables	08163		3/4 lb	\$5.00	
	Chili Con Carne	08186		3/4 lb	\$5.00	
	Vegetarian Garden Vegetable	11340		3/4 lb	\$5.00	
	Creamy Tomato Basil Bisque - RETAIL READY	14903		3/4 lb	\$5.00	
	Chicken & Dumplings	11919		3/4 lb	\$5.00	
	Homestyle Chicken Noodle	08169		3/4 lb	\$5.00	
	Golden Broccoli Cheese	08558		3/4 lb	\$5.00	
	Healthy Request Harvest Tomato W/Basil	19120		3/4 lb	\$5.00	
	Healthy Request Mediterranean Style Vegetable	19123		3/4 lb	\$5.00	
	Creamy Tomato Basil Bisque - RETAIL READY	18483		3/4 lb	\$5.00	
	Italian-Style Wedding - RETAIL READY	18487		3/4 lb	\$5.00	
	Minestrone - RETAIL READY	18490		3/4 lb	\$5.00	
	Vegetable Beef with Barley - RETAIL READY	18496		3/4 lb	\$5.00	

Claims Key

Vegetarian
 Vegan
 Gluten Free
 Plant-Based
 Reduced Sodium
 Healthy Request®
 Full Serving of Vegetables
 Good Source
 Made with No-Antibiotics-Ever Chicken Meat

Foodservice Solutions

Find product information and additional support at campbellsfoodservice.com

Campbell's
Foodservice

Value Rebate Promotion

Earn Up To \$500!

Maximum Rebate \$500
January 1, 2025 - April 30, 2025



Number of Cases	Product Name		Case Code	Distr. Code	Pack/Size	Rebate Amount	Rebate Amount
Kettle Brand® Chips							
	1.5-oz. Sea Salt		803077		24/1.5 oz	\$2.00	
	1.5-oz. Sea Salt & Vinegar		803082		24/1.5 oz	\$2.00	
	1.5-oz. Backyard Barbeque		803079		24/1.5 oz	\$2.00	
	1.5-oz. Jalapeño		803078		24/1.5 oz	\$2.00	
	1-oz. Sea Salt		109594		72/1 oz	\$2.00	
	1-oz. Jalapeño		109504		72/1 oz	\$2.00	
	1-oz. Backyard Barbeque		109453		72/1 oz	\$2.00	
	2-oz Backyard Barbeque		108433		24/2 oz	\$2.00	
	2-oz Honey Dijon		109479		24/2 oz	\$2.00	
	2-oz. Jalapeño		108434		24/2 oz	\$2.00	
	2-oz. Sea Salt		109570		24/2 oz	\$2.00	
	2-oz. Sea Salt & Vinegar		108432		24/2 oz	\$2.00	
	2-oz. Dill Pickle Krinkle Cut		109717		24/2 oz	\$2.00	
Cape Cod® Chips							
	1-oz. Salted Potato Chips		112158		88/1 oz	\$2.00	
	1.5-oz. 40% Less Fat Potato Chips		112036		56/1.5 oz	\$2.00	
	1.375-oz. 40% Less Fat Sweet Mesquite BBQ Chips		112482		56/1.375 oz	\$2.00	
	1.5-oz. Salted Potato Chips		112037		56/1.5 oz	\$2.00	
	1.5-oz. Sea Salt & Vinegar Potato Chips		112038		56/1.5 oz	\$2.00	

Claims Key

Vegetarian Gluten Free Non-GMO

Total Cases	Total \$

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 _____

By submitting this form, you agree to receive marketing communications, such as product information, services, discount offers and promotions, from Campbell's Foodservice. You may opt out at any time. www.campbellsoupcompany.com/privacy-policy/ Opt Out

TERMS AND CONDITIONS:

Send original completed claim form and distributor invoices to:
Campbell Foodservice Rebate Processing
Value Story Promotion
PO Box 1032 • Dept. R13415 • Grand Rapids, MN 55745
or email to cfsrebatesinfo@apfco.com

- A. This rebate offer applies to Commercial and Non-Commercial foodservice 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 products purchased between 1/1/2025 - 4/30/2025.
- 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 6–10 weeks for payment of rebate.
- H. Minimum rebate 5 cases; maximum rebate \$500.
- I. Distributors or Corporate Headquarters may not redeem on behalf of operators.
- J. Club stores, vending suppliers, c-stores, retail outlets and retail distributors are excluded.
- K. All submissions must be received by 5/31/2025.
- L. Campbell's Foodservice is not responsible for lost, late or misdirected submissions.

Foodservice Solutions

Find product information and additional support at campbellsfoodservice.com

