

Global Goes Local Promotion

Maximum Rebate \$250 • January 1, 2025 — April 30, 2025

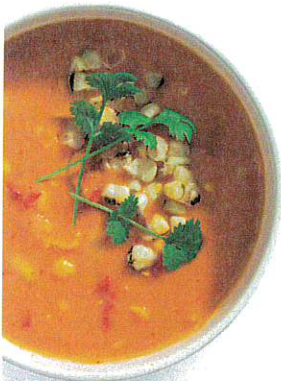
Campbell's
Foodservice

Buy any two cases of Local
and we'll give you any **5 Cases of Global**
FOR FREE

— Campbell's —
**CULINARY
RESERVE**

Purchase 2 cases of Local & 5 cases of NEW Global
and will refund the cost of the Global!

GLOBAL SOUPS



Campbell's® Culinary Reserve Mexican Street Corn

Case Code: **27926** Pack Size: **4/4 lbs**
Format: **4 lb pouch** Case Yield: **256 oz**

Bolder flavor - sweet and roasted corn, cotija cheese, a traditional spice blend and a hint of lime bring Mexican Street Corn to life! On trend!
- Elote as a side is up 29% in the past 2 years.

005280



Campbell's® Culinary Reserve Spicy Harissa White Bean

Case Code: **29168** Pack Size: **4/4 lbs**
Format: **4 lb pouch** Case Yield: **256 oz**

Crafted to be delicious - Harissa, white beans, garlic, herbs, tomatoes make up this rich and hearty soup that has a hint of spice.

005292



Campbell's® Culinary Reserve Cuban-Style Black Bean

Case Code: **29166** Pack Size: **4/4 lbs**
Format: **4 lb pouch** Case Yield: **256 oz**

Black bean soup with roasted poblanos, chipotle, roasted garlic, and cumin.

005286

TREND: GLOBAL GOES LOCAL

As global foods and flavors continue to be on-trend, regionality and specificity will become key differentiators in crafting a standout menu. These popular global cuisines lend themselves to innovation, with on-trend ingredients and dishes.

North African cuisine is projected to grow 12.6% on menus year-over-year, and for good reason.¹

Harissa, dubbed "the new sriracha" by Datassential,² has grown 4% over the past year in share of consumer social discussion.¹

Tagine has grown by +49%.¹

Peri-Peri is a fast-growing flavor on lunch and dinner menus.¹

TREND: PUTTING PLANTS BACK IN PLANT-BASED

Plant-based meals are becoming a regular part of consumers' diets: 41% of consumers consume a vegan or vegetarian dish at least once per week.¹ With a sea of plant-based meat alternatives now available, consumers are now looking for dishes that allow plants to be the star.

Foodservice Solutions

Find product information and additional support at campbellsfoodservice.com

¹Tastewise Proprietary Research, 2023,
²2024 Food Trends, FoodBytes, Datassential, November 2023

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Campbell's
CULINARY
RESERVE

Number of Cases	Product Name	Case Code	Distr. Code	Pack/Size	Case Cost	Rebate Amount
	Tomato Bisque with Basil	V FS	21081	4/4 lb		
	Loaded Baked Potato # 005282	GF	20305	4/4 lb		
	Chicken Noodle # 061472	NAE	20303	4/4 lb		
	Butternut Squash # 066 739	GF V FS	20597	4/4 lb		
	Broccoli Cheddar # 068 190	GF V	20301	4/4 lb		
	Loaded Baked Potato	GF	20305	4/4 lb		
	Vegetarian Tomato Bisque with Basil # 005284	V FS	24878	4/4 lb		
	Mexican Street Corn # 005280	GF V	27926	4/4 lb		
	Spicy Harissa White Bean # 005292	GF VG FS GS	29168	4/4 lb		
	Cuban-Style Black Bean # 005286	GF VG FS GS	29166	4/4 lb		

Campbell's Culinary Reserve - Frozen Soups - Tub						
	Creamy Tomato Basil Bisque	V FS	14903	3/4 lb		
	Golden Broccoli Cheese # 005005	GF V	08558	3/4 lb		
	Cream of Potato	V	08166	3/4 lb		
	Homestyle Chicken Noodle # 005038	NAE	08169	3/4 lb		

Claims Key

- V** Vegetarian **VG** Vegan **GF** Gluten Free **GS** Good Source
- FS** Full Serving of Vegetables **NAE** Made with No-Antibiotics-Ever Chicken Meat

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 _____

TERMS AND CONDITIONS:
 Send original completed claim form and distributor invoices to:
 Campbell Foodservice Rebate Processing
 Global Goes Local Promotion
 PO Box 1032 • Dept. R13402 • Grand Rapids, MN 55745
 or email to cfsrebatesinfo@apfco.com

- A. This rebate offer applies to Commercial and Non-Commercial I 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 Campbell's 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. Maximum rebate \$250.
- I. Distributors 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.

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

Foodservice Solutions

Find product information and additional support at campbellsfoodservice.com

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