

Global Goes Local Promotion

Maximum Rebate \$250 • September 1, 2024—December 31, 2024

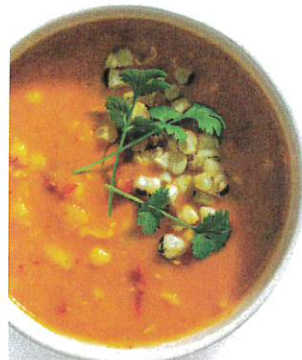
Campbell's
Foodservice

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.



Visit campbellsfoodservice.com/frozensoup to learn more.

Source: 1) Tastewise Proprietary Research, 2023,
2) 2024 Food Trends, FoodBytes, Datassential, November 2023

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LOCAL SOUPS



Campbell's® Culinary Reserve
Tomato Bisque with Basil 005284
 Case Code: **24878** Pack size: **4/4 lbs**
 Format: **4 lb pouch** Case Yield: **256 oz**



Campbell's® Culinary Reserve
Loaded Baked Potato 047416
 Case Code: **20305** Pack size: **4/4 lbs**
 Format: **4 lb pouch** Case Yield: **256 oz**



Campbell's® Culinary Reserve
Chicken Noodle
 Case Code: **20303** Pack size: **4/4 lbs**
 Format: **4 lb pouch** Case Yield: **256 oz**



Campbell's® Culinary Reserve
Harvest Butternut Squash 066739
 Case Code: **20597** Pack size: **4/4 lbs**
 Format: **4 lb pouch** Case Yield: **256 oz**



Campbell's® Culinary Reserve
Broccoli Cheddar 068190
 Case Code: **20301** Pack size: **4/4 lbs**
 Format: **4 lb pouch** Case Yield: **256 oz**



Campbell's® Culinary Reserve
Creamy Tomato Basil Bisque
 Case Code: **14903** Pack size: **3/4 lbs**
 Format: **4 lb tub** Case Yield: **384 oz**



Campbell's® Culinary Reserve
Golden Broccoli Cheese 005005
 Case Code: **08558** Pack size: **3/4 lbs**
 Format: **4 lb tub** Case Yield: **384 oz**



Campbell's® Culinary Reserve
Cream of Potato
 Case Code: **08166** Pack size: **3/4 lbs**
 Format: **4 lb tub** Case Yield: **384 oz**



Campbell's® Culinary Reserve
Homestyle Chicken Noodle
 Case Code: **08169** Pack size: **3/4 lbs**
 Format: **4 lb tub** Case Yield: **384 oz**

Number of Cases	Case Cost	Product Name	Case Code	Distr. Code
		Tomato Bisque with Basil	24878	005284
		Loaded Baked Potato	20305	047416
		Chicken Noodle	20303	
		Harvest Butternut Squash	20597	066739
		Broccoli Cheddar	20301	068190
		Creamy Tomato Basil Bisque	14903	
		Golden Broccoli Cheese	08558	005005
		Cream of Potato	08166	
		Homestyle Chicken Noodle	08169	

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
 Global Goes Local Promotion • PO Box 1032 • Dept. R13302 • 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 9/1/2024 - 12/31/2024.

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 \$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 1/31/2025.
 L. Campbell's Foodservice is not responsible for lost, late or misdirected submissions.



Visit campbellsfoodservice.com/frozensoup to learn more.

Campbell's
Foodservice