



BRANDED SOLUTIONS

Put *Campbell's*[®] Brand Power to Work For You.

- *Campbell's* is the #1 prepared foodservice soup in Canada.¹
- *Campbell's* has a 99% recognition rating with consumers, making it the most familiar soup brand in Canada.²

Our Partnership Means Profits For You!

- The partnership begins with *Campbell's*[®] – the brand you trust to deliver consistently delicious soup.
- The partnership develops as your **Campbell Sales Representative** applies knowledge, experience and expertise to help you take advantage of profitable soup opportunities.
- **Campbell backs it all up** with innovative, turn-key solutions and unsurpassed customer support.
- **This winning combination will help your soup sales and profits soar** and keep your consumers coming back for more.

Campbell has developed two consumer-approved Branded Merchandising Concepts to help you sell soup!

- **A range of concepts were extensively tested with both operators and consumers.** Two concepts, THE SOUPERY[™] and CAMPBELL'S BOWL & SPOON[™] were the clear winners and achieved significantly higher consumer quality expectations and high purchase intent.



THE SOUPERY[™]

A contemporary, on-trend look that tested excellently in all segments.



CAMPBELL'S BOWL & SPOON[™]

With an emphasis on comfort and freshness, it also tested excellently in all segments.

Contact your Campbell Sales Representative at 1-800-461-SOUP (7687) to discuss which of the above concepts would work best in your operation.

VISIT THE BUSINESS SOLUTIONS SECTION OF OUR WEBSITE AT
WWW.CAMPBELLSFOODSERVICE.CA/BUSINESS FOR MORE INFORMATION.

BRANDED EQUIPMENT

Double-11 Cooker

Features:

- Stainless steel construction with stainless steel water tanks
- Holds two 11-quart insets
- Each tank has a separate control
- Will take product over 200°F
- Cooker shipping weight: 39 lbs
- 120 volts, 1500 watts
- New easy to install magnetic kettle wrap
- Sleek new steel, powder-coated display frame
 - Removable header and backer card
 - Interchangeable soup variety cards

Triple-7 Cooker

Features:

- Stainless steel construction with coated aluminum tanks
- Holds three 7-quart insets
- Each tank has a separate control
- Cooker shipping weight: 34 lbs
- 120 volts, 1500 watts
- New easy to install magnetic kettle wrap
- Sleek new steel, powder-coated display frame
 - Removable header and backer card
 - Interchangeable soup variety cards



Also available in *Campbell's Bowl & Spoon™* concept



Also available in *The Soupery™* concept