

# WHAT IF YOU COULD GET SCRATCH-QUALITY SOUP *in less time?*



Campbell's® Signature Mediterranean Vegetable



How much time are you putting  
into your scratch-made soup?

Could you get more out  
of your time?

At Campbell's Foodservice, we're here to help you answer these questions and partner with you on your mission to create memorable experiences.

## SAVE LABOUR. SAVE TIME.

A test kitchen comparison of five Campbell's® prepared soups versus in-house soups outlined how much you can actually save!

**51 MINUTES  
OF ACTIVE LABOUR  
SAVED**

Scratch prepared:  
54 mins. of active labour

Campbell's® prepared soups:  
3 mins. until it's guest-ready

**Verve® Roasted Poblano &  
White Cheddar Soup with Tomatillos**



**22 MINUTES  
OF ACTIVE LABOUR  
SAVED**

Scratch prepared:  
26 mins. of active labour

Campbell's® prepared soups:  
4 mins. until it's guest-ready

**Signature Mediterranean Vegetable**



Campbell's® Signature Roasted Chicken Noodle with Herbs

Less labour time means you can shift kitchen labour responsibilities to other tasks that enhance service delivery and/or reduce labour costs, especially when you use an array of soups.

\*Based on lab tests by fsSTRATEGY Inc., assuming operators use pre-cut vegetables to produce their scratch soups. Average time saved of the soups tested is 33 minutes. Labour and elapsed time savings are greater if operators cut their own vegetables.

The benefits of Campbell's® prepared soups go beyond just time saved.  
See the other side for more info.



# THE *benefits* OF CAMPBELL'S® SCRATCH-QUALITY PREPARED SOUPS GO BEYOND LABOUR MINUTES.



Campbell's® Verve® Tomato Roasted Red Pepper Bisque

## WE MAKE SOUPS *you'd be proud* TO CALL YOUR OWN.

We build each recipe from scratch with carefully selected ingredients.

### *what's in*

VEGAN & VEGETARIAN OPTIONS

GLUTEN-FREE OPTIONS

A SOURCE OF FIBRE OR IRON

LOW IN FAT & SATURATED FATS

### *what's out\**

ARTIFICIAL FLAVOURS & ARTIFICIAL COLOURS

DISODIUM INOSINATE & DISODIUM GUANYLATE

HYDROLYZED VEGETABLE PROTEIN

PARTIALLY HYDROGENATED OILS

HIGH-FRUCTOSE CORN SYRUP

\*By September 2018.

## ✓ Simplify your operations.

Campbell's® prepared soups have a smaller operational footprint than the ingredients for soups prepared in house. They also generate less waste and have a longer shelf life.

## ✓ Get a consistent product every time.

We have worked to master the art of making homemade taste in large formats, so you can rest easy knowing each bowl of soup you serve will have the same great flavour.

## ✓ Get a trusted brand for food safety.

We pride ourselves on taking all the steps necessary to ensure our product is handled safely. We're here to help you mitigate the risks that come with your kitchen juggling a multitude of things.

## ✓ Enjoy a wider range of offerings.

Sometimes you're constrained by the ingredients at your disposal. With Campbell's®, you can have a wider range of soup offerings, regardless of your location and your labour's skill sets. We offer timeless classics, like Chicken Noodle, and more unique, complex flavours, such as Roasted Poblano & White Cheddar Soup with Tomatillos.



Campbell's® Verve®  
Roasted Poblano & White Cheddar Soup with Tomatillos



We can help you get more out of the time you have.

Make the switch to Campbell's® prepared soups at [campbellsfoodservice.ca](http://campbellsfoodservice.ca)

