

PATRONS CONTINUE *to* SEEK OUT PLANT-BASED *options.*



Campbell's® Verve® Moroccan Style Nine Vegetable



YOUR PATRONS ARE BECOMING *more* AWARE OF WHAT THEY'RE EATING. WE CAN HELP YOU MEET NEEDS OF EXISTING PATRONS *and* ATTRACT NEW ONES *with* PLANT-BASED OFFERINGS THAT FIT *into* A WIDE RANGE OF LIFESTYLE NEEDS.

18%

GROWTH OF PLANT-BASED
OPTIONS
VS. PRIOR YEAR FOR MEAT AND
DAIRY ALTERNATIVES¹

16%

OF CONSUMERS
REGULARLY USE PLANT-BASED
PROTEIN ALTERNATIVES²
(89% of these consumers do not consider
themselves vegan or vegetarian.)

35%

OF PATRONS
CLAIM RESTAURANTS SHOULD OFFER
AT LEAST 1 VEGETARIAN SOUP³

PLANT-BASED *menu* ITEMS COMMAND A PREMIUM PRICE
MAKE THE *most* OF THEM!



MOROCCAN COUSCOUS

A fresh and fragrant grain bowl inspired by the flavours of Morocco is sure to satisfy meat eaters and vegetarians alike. Made with Campbell's® Verve® Moroccan Nine Vegetable soup.



CHICKPEA *and* CAULIFLOWER CURRY

Made with creamy coconut milk and Indian curry paste, this comforting curry makes a warm and inviting vegan dish on any menu. Made with Campbell's® Signature Vegan Vegetable soup.



RED LENTIL DAL

This Indian-inspired vegetarian dish makes a soothing and nutritious lunch or dinner main. Made with Campbell's® Verve® Carrot Parsnip Bisque with Ginger.





WE OFFER A FULL RANGE OF VEGAN *and* VEGETARIAN OPTIONS TO *use* ON THEIR OWN *or* AS A FOUNDATION TO *create* MULTIPLE PLANT-BASED MENU OPTIONS.



Where you take our products is limited only by your imagination.

Campbell's® Signature
Southwestern Vegetarian Chili

	Code	Vegan or Vegetarian
Campbell's® Signature Soups - Frozen Condensed Tub		
Butternut Squash	12060	V
Cream of Asparagus	08162	V
Cream of Leek and Potato	13031	V
Cream of Mushroom	08172	V
Cream of Spinach	03022	V
Creamy Garden Broccoli	08173	V
Creamy Garden Cauliflower	26842	V
Creamy Garden Vegetable	24862	V
Creamy Tomato Basil Bisque	24861	V
Golden Autumn® Carrot	03021	V
Heartland Bean Medley	11394	VG
Homestyle Minestrone	03868	V
Market Vegetable with Barley	15938	VG
Mediterranean Vegetable	18342	V
Pasta Fagioli	10941	V
Sweet Potato Bisque	19499	V
Tomato Bisque	14053	V
Tomato Garden Vegetable with Rotini	11971	V
Tomato Ravioli	11338	V
Vegetarian Vegetable	11340	VG

Campbell's® Signature Soups - Frozen Fully Prepared Pouch		
Harvest Butternut Squash*	20538	V
Southwestern Vegetarian Chili*	20542	VG
Tomato Bisque with Basil*	20326	V
Vegan Vegetable*	20543	VG

Campbell's® Verve® Soups - Frozen Fully Prepared Pouch		
Moroccan Style Nine Vegetable	24723	VG
Tomato Roasted Red Pepper Bisque	23413	V
Tomato Roasted Red Pepper Bisque with Gouda	23323	V
Carrot, Parsnip Bisque with Ginger*	24688	V
Roasted Poblano and White Cheddar Soup with Tomatillos*	26820	V

* Frozen Ready-to-Serve Pouches

Campbell's® Classic Soups - Shelf Stable Condensed Can		
Cream of Asparagus	01206	V
Cream of Broccoli	10096	V
Cream of Celery	01166	V
Cream of Mushroom	01266	V
Minestrone	01146	V
Reduced Sodium Tomato	18987	VG
Tomato	00016	VG

Campbell's® Eating Smart® Soups - Frozen Fully Prepared Pouch		
Lentil Vegetable	21618	VG

Campbell's® - Frozen Tubbed Entrées		
Vegetable Chili	11573	VG

Pace®		
Picante Salsa Sauce Mild - 4 Pack	13289	V
Picante Salsa Sauce Mild - 2 Pack	14993	V
Picante Salsa Medium - 4 Pack	13290	V
Picante Salsa Medium - 2 Pack	14992	V
Chunky Salsa Medium - 4 Pack	34170	V
Chunky Salsa Medium - 2 Pack	19670	V
Chunky Salsa Mild - 2 Pack	19675	V
Chunky Salsa Mild - 4 Pack	34070	V

Campbell's® Premium Soup Bases		
Thai Coconut Curry Base	24464	V
Vegetarian Chili Base	24462	VG



Sweet Potato Chili made with Campbell's Vegetarian Chili base

V8 All V8® Vegetable Cocktails are vegetarian



Vegetarian

Lacto-ovo-vegetarian: May include milk or milk products and eggs, but excludes meat, poultry, fish and seafood.



Vegan

Excludes any use of meat, poultry, fish, seafood, eggs, dairy and honey.

¹ Supply Track, 12 ME, June 2019

² NPQ Group/National Eating Trends, 2 years ending February 2019

³ Technomic, Inc. The Left Side of the Menu: Soup & Salad Consumer Trend Report (2016)

