

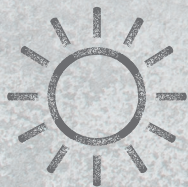


The sun is shining.
THE HEAT IS CLIMBING. And
SUMMER SOUP sales are rising.



Campbell's® Reserve Lobster Bisque with Sherry

SOUP SALES HAVE GROWN
 IN THE SUMMER MONTHS
 FROM 2016 TO 2018¹



MORE CONSUMERS ARE LIKELY TO ORDER SOUP OUTSIDE OF THE COLDER MONTHS²

LOBSTER BISQUE AND CHOWDERS
 SPIKE IN THE SUMMER³

¹NPD SupplyTrack®, frozen soup less operator label and large commercial operations, measured in dollars, June–August 2016–2018
²Technomic Soup & Salad Consumer Trend Report, 2018 and 2016 ³NPD SupplyTrack®, measured in pounds, latest 12 months, ending November 2017



Visit campbellsfoodservice.com/fresh-for-the-season for more information.

PAIRINGS & TIPS

LOBSTER
BISQUE



+



OR



CHARDONNAY

KÖLSCH

GARNISH TIP: Try garnishing with a whole lobster claw or a lobster salad— as a bonus, a cold lobster salad can also be used in a lobster roll, making that one item more useful

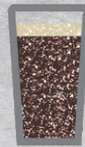
CHOWDER



+



OR



RIESLING

STOUT

GARNISH TIP: Add texture and crunch by topping it off with seasoned oyster crackers, fried clam strips, crispy bacon planks or crispy potato sticks



Campbell's® Reserve Loaded Clam Chowder

Like a swimsuit and shades,
**THESE SOUPS GO
PERFECTLY WITH
SUMMER.**



Product Name	Case Code	Pack/Size	Yield
Reserve Crab Bisque with Sherry	24765	4/4 lb. pouch	256 oz.
Reserve Riverboat Red Pepper & Crab Bisque	21091	4/4 lb. pouch	256 oz.
New Reserve Loaded Clam Chowder GF	27091	4/4 lb. pouch	256 oz.
Reserve Lobster Bisque with Sherry	21068	4/4 lb. pouch	256 oz.
Signature New England Clam Chowder GF	24864	4/4 lb. pouch	256 oz.
New and Improved Signature New England Clam Chowder GF	27446 COMING SOON	4/4 lb. pouch	256 oz.
Signature Boston Clam Chowder*	08556	3/4 lb. tub	384 oz.
Signature Maryland Style Crab GF	08241	3/4 lb. tub	384 oz.
Signature New England Clam Chowder*	08170	3/4 lb. tub	384 oz.

*Reconstituted with milk

GF Gluten Free



LIKE SEASONAL
MENU OFFERINGS AT
RESTAURANTS²



¹Technomic Soup & Salad Consumer Trend Report, 2018 ²Mintel Seasonal Dining Trends, 2017