

THE SHELBY REPORT

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Campbell Soup Co.

Campbell Soup Co. has announced a new entry into the premium soup category with its line of Campbell's® Slow Kettle® Style soups. Campbell chefs combined distinctive ingredients like Asiago cheese, baby bella mushrooms and white beans, and slowly simmered them to create Slow Kettle Style soups to be

"better than homemade."

These new premium soups represent five of the nearly three dozen new products Campbell is introducing in its U.S. Soup and Simple Meals business this fall.

The five new Campbell's Slow Kettle Style varieties include: Tuscan-Style Chicken and White Bean Soup with Asiago Cheese, Thyme & Rosemary; Tomato and Sweet Basil Bisque with Fresh Cream & Ground Red Pepper; Burgundy Beef Stew with Baby Bella Mushrooms, Roasted Garlic & Rosemary; Portobello Mushroom and Madeira Bisque with Shallots, Thyme & Sage; and Southwest-Style Chicken Chili with Black Beans & Sweet Corn.

Campbell's Slow Kettle Style soups are packaged in a clear plastic tub, which allows consumers to see the ingredients and are designed to appeal to higher-income shoppers who enjoy products with a more premium experience.

The new soups are now available in the soup aisle at supermarkets and mass retailers nationwide for a suggested retail price of \$3.99 per 15.5-oz. container.

Other new products from Campbell include the launch of two 50-oz., family-size cans of Campbell's® Chunky™ soup, which make a perfect meal in only minutes when poured over mashed potatoes or rice; three new Swanson® Flavor Boost™ products that deliver a concentrated broth in easy-to-use packets for skillet dishes or stir fries; and two new unsalted Swanson stocks developed for people who want to add rich beef or chicken flavor without adding salt.

In the Italian sauces category, four new items will be introduced under the Wolfgang Puck® brand. The Prego® Italian sauce line will enter a new category with two pizza sauce offerings and also will add a lower calorie Prego® Light Smart sauce.

In the Mexican sauce category, two new Pace® sauces are being launched: Restaurant-Style salsa, a smoother blend than classic Chunky Salsa, and Salsa con Queso, a smooth cheese sauce that pours directly from the jar.

www.CampbellSoup.com

