



BRANDED EQUIPMENT



SOLUTIONS



With **Campbell's® Branded Solutions** you have a trusted business partner and the support of the *Campbell's* brand. Plus you can get the tools to help build a highly profitable soup business.

To help you menu great tasting Campbell's® soups while maximizing sales you can select from a variety of exciting patron-tested and approved Branded Soup programs: *StockPot®*, *The Soupery™*, *Campbell's Bowl & Spoon™* and *Wellness*, each backed up by our merchandising support.

For more information about *Campbell's* Branded Solutions, contact your Campbell Sales Representative, call 1-800-TRY-SOUP (800-879-7687) with questions and requests.










RETHINK SOUP™. THINK CAMPBELL.



www.rethinksoup.com
1 800 TRY SOUP

WWW.RETHINKSOUP.COM

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CAMPBELL IS YOUR PROFITABLE SOUP PARTNER

With 130 years of culinary experience, Campbell delivers the right soups, the most diversified and state-of-the-art branded tools and the knowledgeable insights needed to increase your operation's soup sales. We're the experts in the art of crafting, distributing and selling soup. Let us put our insights to work for you today.



CAMPBELL OFFERS YOU A MORE PROFITABLE SOUP PARTNERSHIP...

CAMPBELL HAS THE RIGHT TOOLS TO INCREASE SOUP SALES

From branded bowls and merchandising solutions, to Print-On-Demand support materials, Campbell has the right tools, knowledge and expertise needed to maximize your operations soup profitability.

PUT CAMPBELL'S® BRAND POWER TO WORK FOR YOU

Patrons place their trust in brands with 43% of consumers willing to pay more for branded foods.¹

Patrons believe in:

QUALITY — 42% of consumers associate quality with branded foods.¹

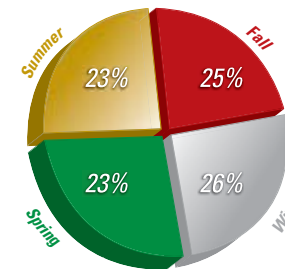
FRESHNESS — 57% feel that foods will be fresh.¹

BETTER TASTE — 48% think branded foods will taste better.¹

BRANDS INCREASE SALES

65% of non-commercial operators regularly promote brands as the most effective method to boost traffic and increase sales.²

ALL SEASONS ARE PROFITABLE FOR SOUP



Popular and on-trend don't have seasons. That's why consumers crave the comfort of soup all year round.³ In fact, many operators confirm hot and hearty offerings are in consistent demand, not just in the cooler months.⁴

CAMPBELL'S—EXPERTISE IN THE ART OF SELLING SOUP

- Benefit from a most productive and profitable branded partnership with Campbell.
- Choose from a wide variety of innovative branded soup merchandising units and business building programs.
- Experience the "scratch-quality" and total convenience of *Campbell's* soup.
- Easily tailor the *Campbell's* Branded Concepts to fit your locations needs.

Plus, there's NO FRANCHISE FEES for the use of *Campbell's* Branded Concepts in your operation. Now, that's a profitable partnership.

Discover what a great return-on-investment *Campbell's* 130 years of soup experience, *Campbell's* Branded Soup Merchandisers and innovative branded support materials can be for your operation's soup sales.

CAMPBELL'S BRANDED CONCEPTS

The *Campbell's* Branded Concepts were developed and designed to appeal to your patrons' specific soup needs and desires. Choose from 5 different branded concepts and over 100 different varieties of chef quality offerings to increase your soup sales and keep your patrons coming back for more.



A great concept that speaks to the freshness and comfort needs of your patrons.



A contemporary, on-trend branded concept that tested well in all segments.



Great for soup operators wanting a soup destination that reinforces health.



A contemporary concept that appeals specifically to your premium soup patrons.



A concept that informs your patrons you are serving America's favorite soup.

Source: ¹Brands in Food service, NRN Supplement ²Foodservice Director
³Foodservice Director ⁴Restaurant Hospitality, Menutrends Handbook



TABLETOP MERCHANDISER



Bowl & Spoon™

Two 11-Quart Kettles 72312 • One 11-Quart Kettle and Two 7-Quart Kettles 72314 • Four 7-Quart Kettles 72313

Features & Benefits

- Two independent drop in thermostet warmers with dual controls and two flex hose drains
- Sturdy steel all metal construction
- Stainless steel kettles with hinged lids and Kool-Touch® ladles
- Four black, MagaFrame magnetic flavor tag holders with lift up MagaLens. Magnetic holder adheres directly to metal surface of soup merchandiser
- Metal sneeze guard
- Includes complete set of soup flavor tags, over 100 varieties
- Various size configurations allow up to 28-quarts of Campbell's soup or chili to be served before refilling (See page 4 for details)
- Optional Soup Cart sold separately (See page 4 for details)
- NSF and UL listed  
- Designed to handle up to 300-1000 cases of Campbell's soup or chili per year, or up to 30-100 12-ounce bowls per day
- One year warranty
- Front access door conceals independent controls and drains with flex hose and shut-off valves, on/off switch illuminates for improved visibility



Choose the Campbell's Branded Concept that appeals most to your patrons.



The Soupery™

Contemporary & On-trend

Two 11-Quart Kettles 72315

One 11-Quart Kettle and
Two 7-Quart Kettles 72317

Four 7-Quart Kettles 72316



Wellness

Reinforces Wellness

Two 11-Quart Kettles

-Adult Backer 72333

-Youth Backer 72336

One 11-Quart Kettle and

Two 7-Quart Kettles

-Adult Backer 72335

-Youth Backer 72338

Four 7-Quart Kettles

-Adult Backer 72334

-Youth Backer 72337



Military

Informs you are selling
America's favorite soup

Two 11-Quart Kettles 72322

One 11-Quart Kettle and
Two 7-Quart Kettles 72324

Four 7-Quart Kettles 72323

WIDTH	DEPTH	HEIGHT	ELECTRICAL REQUIREMENTS
30"	24 1/2"	39 1/4"	700 Watts, 120 Volts, 11.7 Total Amps Circuit, 5-15P Plug

OPTIONAL SOUP CARTS

DELUXE OR VALUE CART – Accommodates the Tabletop Merchandisers (See page 3 for details) and are shipped fully assembled.

Deluxe Cart Features & Benefits

- Heavy duty black laminate construction with a polyform countertop
- Two built-in cup dispensers designed to handle various cup sizes
- Adjustable lid holder
- Front hinged door allows for cup/lid storage
- Locking caster wheels for easy mobility

Value Cart Features & Benefits

- Space is provided for easy-twist tower cup dispensers (See page 9 for details)
- Locking caster wheels for easy mobility
- Black metal construction with stainless steel countertop
- One year warranty



Deluxe Cart
72304



Value Cart
77327

Your choice of three merchandising configurations for your Tabletop Merchandiser (See page 3 for details):



Two 11-Quart Kettles



One 11-Quart Kettle
and Two 7-Quart Kettles



Four 7-Quart Kettles

SOUP CART	WIDTH	DEPTH	HEIGHT
Deluxe Cart	34"	34 1/2"	31 1/2"
Value Cart	44"	34 1/2"	31 1/2"



* The Optional Soup Cart accommodates the Tabletop Merchandiser but is sold separately.



COUNTERTOP MERCHANDISER



Wellness

Adult: Two 7-Quart Kettles 72308 • Youth: Two 7-Quart Kettles 72331

Features & Benefits

- Sturdy all metal construction
- Single thermostet rethermalizer warmer
- Metal sneeze guard
- Two black, MagaFrame magnetic flavor tag holders with lift up MagaLens. Magnetic holder adheres directly to metal surface of soup merchandiser
- Two-seven quart stainless steel kettles with hinged lids and two Kool-Touch® ladles
- Low water indicator light
- NSF and UL listed  
- Designed to handle up to 200-500 cases of Campbell's soup or chili per year, or up to 20-50 12-ounce bowls per day.
- One year warranty

Countertop Merchandiser features Two 7-Quart Kettles



Choose the **Campbell's Branded Concept** that appeals most to your patrons.



Bowl & Spoon™
Freshness & Comfort

Two 7-Quart Kettles 72306



The Soupery™
Contemporary & On-trend

Two 7-Quart Kettles 72307



Military
Informs you are selling America's favorite soup

Two 7-Quart Kettles 72309

WIDTH	DEPTH	HEIGHT	ELECTRICAL REQUIREMENTS
21 1/2"	15"	36"	1000 Watts, 120 Volts, 8.3 Amps, 5-15P Plug

KIOSK MERCHANDISER

The Kiosk Merchandiser features an aluminum composite material constructed two-tier base and toe kick complete with four 7-quart stainless steel kettles for maximum soup service.

Features & Benefits

- Dual rethermalizers hold Four 7-Quart kettles
- Lightweight and durable aluminum composite material
- Black bumper molding protects walls and prolongs life of cart
- Four 5" heavy-duty non-marking swivel casters for easy movement with rear locks
- Ample storage complete with locking mechanism for supplies and backup products
- Comes with stainless steel containers to hold crackers, napkins and spoons
- Easily branded with your choice of Campbell's Branded Concepts
- Displays up to four variety identification tags in the channel above kettle for easy identification of current soup selection (complete set of variety identification tags included)
- One year warranty

Kiosk Merchandiser features Four 7-Quart Kettles



StockPot®

Four 7-Quart Kettles 72330

Choose from the following **Campbell's Branded Concepts** that speak to your patrons.



Bowl & Spoon™
Freshness & Comfort

Four 7-Quart Kettles 72301



The Soupery™
Contemporary & On-Trend

Four 7-Quart Kettles 72302

KETTLE SIZE	WIDTH	DEPTH	HEIGHT	ELECTRICAL REQUIREMENTS
Kiosk Merchandiser	48"	34"	43 1/4"	Kiosk contains 2 rethermalizers, each rethermalizer: 700 Watts, 120 Volts, 11.7 Amps, 5-15P Plug

STOCKPOT® HEAT & SERVE MERCHANDISERS



7-Quart Kettles FS-7 84237



11-Quart Kettles FS-11 84238

The *StockPot* Heat & Serve Merchandiser is constructed of stainless steel with a polished finish and complete with a durable steel inset and hinged lid.

Features & Benefits

- Adjustable precalibrated thermostat for precision heat control
- Water fill line eliminates overflow accidents
- Custom holder for *StockPot* soup variety identification tags (includes a set of identification cards for most popular varieties of soups)
- Inside rim collects and returns moisture back to the soup to retain flavor
- Includes soup inset, hinged lid and ladle
- Two year warranty

Choose from the following *StockPot* Branded Concepts that speak to your premium patrons.



StockPot Branded Merchandiser Kiosk
(See page 6 for details)

72330



StockPot Countertop Menu Signage
(See page 9 for details)

FFSP-1016

KETTLE SIZE	WIDTH	DEPTH	HEIGHT	ELECTRICAL REQUIREMENTS
7-Quart Kettle	9 9/16"	11"	14 1/4"	1000 Watts, 120 Volts, 8.3 Amps
11-Quart Kettle	11 9/16"	13"	14 1/4"	1500 Watts, 120 Volts, 12.5 Amps

HEAT & SERVE MERCHANDISERS

The Heat & Serve Merchandiser features a granite-look base complete with stainless steel insert and hinged lid for easy customer self service.

Features & Benefits

- Removable stainless steel inset for easy clean-up
- Non-skid legs keeps unit from moving
- Includes inset, hinged cover and Kool-Touch® ladle
- Moves soups, stews, chilis and sauces out of the kitchen and on to waitress stations and self-serve lines freeing up valuable kitchen space
- Low water indicator light
- Includes, *Bowl & Spoon*, *The Soupery* and *Wellness* vinyl kettle wraps (See below)



7-Quart Kettles 72267



11-Quart Kettles 72268

Choose the *Campbell's* Branded Concept that appeals most to your patrons.



The Soupery™
Contemporary & On-Trend



Bowl & Spoon™
Freshness & Comfort



Wellness
Reinforces Wellness

KETTLE SIZE	DIAMETER	HEIGHT	ELECTRICAL REQUIREMENTS
7-Quart Kettle	10 9/16"	9 5/8"	800 Watts, 120 Volts, 6.7 Amps
11-Quart Kettle	12 5/8"	9 5/8"	800 Watts, 120 Volts, 6.7 Amps

SIGNAGE & SUPPORT MERCHANDISING MATERIALS

Countertop Signage offers an affordable way to effectively brand your soup station. A variety of special promotional materials are available from your Campbell Sales Representative.

Countertop Signage



The Soupery™
FSS-1491



Bowl & Spoon™
FSS-1492



StockPot®
FSSP-1016

PRODUCT	WIDTH	HEIGHT
The Soupery and Bowl & Spoon Signage	11"	15"
StockPot Signage	7"	9 1/2"



Cup Organizer and Lid Chute

Easy-twist tower cup dispenser
Capacity: 50 Campbell's branded cups and 50 matching lids.
 Cup Dispenser **FSS-1504**
 Lid Chute for Cup Dispenser **FSS-1503**

WIDTH	DEPTH	HEIGHT
4"	13"	14"



Snack Merchandising Rack

Perfect for merchandising 100 calorie Pepperidge Farm® Goldfish® Baked Snack Crackers at your soup station.
 For more information please call 1-800-TRY-SOUP

WIDTH	DEPTH	HEIGHT
7 3/4"	12 3/4"	26"



Fork & Spoon Flavor Tag Holder

The Fork & Spoon holder provides your patrons with utensils in an organized, branded fashion.
FSS-1505

BRANDED CUPS

Campbell's® branded cups are available in varying sizes and branded concepts.

Campbell's Cups

Campbell's tri-lingual cups featuring English, Spanish and French.



8 oz. 19186 • Case Size 500



12 oz. 19185 • Case Size 500



16 oz. 19187 • Case Size 500

StockPot®

Combo pack of both cups and lids



12 oz. 19649 • Case Size 250 (Cups and Lids)



16 oz. 19644 • Case Size 250 (Cups and Lids)

Campbell's Fun Cup (for schools)



8/10 oz. 71520 • Case Size 1000

"Green" Reusable 12 oz. Mug

Eco-friendly reducing the use of paper products.



FSS-1498 • Case Size 32

PRODUCT	CASE SIZE	CODE
Campbell's lids for 8, 12 and 16 oz. Branded Cups	1000	15561
Fun Cup lid for 8/10 oz. (for schools)	1000	89107