



Non-Commercial

Trend *Promotion*

UP TO **\$500**
in value

September 1, 2023 – December 31, 2023

Get inspired at campbellsfoodservice.com

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How We Chose **These Trends**

Our chefs identified these three trends based on industry-wide observations and analysis from our own Campbell's Foodservice team, and from our key insight partners. These trends stood out because they have the ability to impact any segment and provide an easy entry point for all types of operators. This accessibility and ease of application are key attributes of the TrendPulse program.

About *Our Chefs*



Chef Gerald Drummond Executive Chef

Chef Gerald Drummond has more than 35 years of experience in the foodservice industry. His expertise includes overseeing operations, facilitating new product launches, leading culinary teams and managing menu development. He uses techniques and inspiration from his culinary background in Italian, Mediterranean, French, Latin and Asian cuisines.



Chef Greg Boggs Senior Chef

Chef Greg's responsibilities include recipe deployment, operator support and the development of the TrendPulse program. Greg is a graduate of the Culinary Institute of America in Hyde Park New York, and has received Certified Chef de Cuisine through the American Culinary Federation. Greg is also an award-winning pit master, placing first in a number of competitions since 2020. He started his culinary career working under James Beard Best Chef Southeast Finalist Jonathan Lundy.

TREND #1

Down to Earth with *Plant-Based*

As wellness and sustainability sentiments continue to fuel the growth of plant-based choices, we're seeing some refreshingly approachable methods for swapping out meat proteins with vegetable alternatives.

Make Room FOR MUSHROOMS

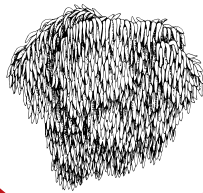
Mushrooms are trending as a versatile way to achieve flavor and texture properties typically associated with meat.

TRUMPET



- Shred to mimic chicken or pork.
- Slice to replace scallops.

LION'S MANE



- Shred to create alternative crab cakes or crab dip.
- Press and sear to imitate a steak.

PORTABELLA



- Use this or its smaller button and cremini versions to replace meat in omelets, pastas, stir-fry dishes, salads, wraps, burgers and more.

TAP INTO THE *Trend*

Try incorporating meatless proteins like mushrooms into **Campbell's®** soups and recipes. It's an easy way to provide plant-based guests with the whole foods and clean-label products they're consistently demanding.

Enhance this [Plant-based Sausage Provençale](#) with button mushrooms as an alternative protein.

Garnish this [Tomato Chickpea & Kale Soup](#) with mushroom scallops.

Top this **Campbell's®** [Culinary Reserve Southwest Vegetarian Chili](#) with plant-based chicken made from trumpet mushrooms.



TREND #2

Around the World with *Global Flavors*

Just as the beginning of the pandemic boosted interest in cooking international fare at home, coming out of the pandemic has many consumers realizing that making ethnic dishes is best left to the pros.

As we look at the resulting demand for global cuisine away from home, we see a strong focus on three key regions.

Encourage FLAVOR TOURISM

Check out the three global cuisines that are expected to rise in popularity in the U.S. this year.¹ With the street food format also forecasted to accelerate in 2023², we compiled a list of beloved street food dishes from each region.



- Satay
- Banh mi
- Pho



- Mezze
- Labneh
- Flatbreads



- Sopapillas
- Papa Rellenas
- Ceviche

ALSO WORTH WATCHING

Demand for Caribbean fare—including Puerto Rican, Cuban and Dominican cuisine—is predicted to grow in 2023.¹

Between 2021 and 2023, Australian fare saw a 531% year-over-year increase on Grubhub, with South African food not far behind at 294%.³

TAP INTO THE *Trend*

Lean on **Campbell's**® soups and recipes for easy ways to bring one of the above global street food dishes to life.

Use **Campbell's**® Culinary Reserve Vegetable Pho Broth as a savory base for a noodle bowl.



Complement a flatbread with this **Campbell's**® Culinary Reserve Tomato Soup with Roasted Sesame Yogurt.



Add a ceviche garnish to **Campbell's**® Culinary Reserve Mexican Street Corn Soup.



¹ National Restaurant Association, What's Hot 2023 Culinary Forecast

² Technomic

³ <https://get.grubhub.com/blog/2023-food-trends/>

TREND #3

Close to Home with Comfort Foods

Dishes that evoke feelings of comfort and nostalgia are here for the long haul, but consumers are showing a desire to get a little adventurous within this category. Using our recipe inspiration, let's look at ways to add a bit of boldness to even the most classic of offerings.

So Retro

Signs of consumers' love for comforting throwbacks are everywhere, especially in quick-service restaurants.

- Taco Bell's quirky yet beloved Mexican Pizza sold out within two weeks of being brought back.
- Wendy's Pretzel Pub Cheeseburger made a triumphant return.

LOBSTER NACHOS



This decadent appetizer is the perfect way to elevate a classic comfort food.

ADD A BIT

of Bold

CHICKEN & POBLANO MAC & CHEESE

Add a plant-based twist by using a chicken alternative.



CREAMY CHICKEN & WAFFLE SLIDERS

Top off with spicy honey, an ingredient that has grown 26% in the last year.¹



TAP INTO THE

Trend

Get cozy with classic
Beef Stroganoff

Serve up indulgence with
Campbell's® Culinary Reserve
Fully Loaded Baked Potato
and Cheddar Soup

Offer a familiar favorite with
Campbell's® Culinary Reserve
Vegetable Beef with Barley Soup



FROZEN SOUP

Bringing you the flavors of tomorrow, *today.*

Campbell's® Culinary Reserve is the trusted soup portfolio developed for chefs who are passionate about delighting their guests. With a 125-year heritage and a steadfast commitment to innovation, we bring the best of both worlds: a time-trusted partner that delivers on the flavors of tomorrow, today.

HERE'S HOW:

Honoring the past.

With years of experience and expertise in soup, we know what it takes to develop the flavors guests crave—now and in the future.

Looking to the future.

We engage chefs, operators and consumers in product development, we forecast culinary trends, and we use our broad range of industry resources to inform innovation and support our customers.

Putting chefs first.

Our portfolio of more than 60 chef-inspired frozen soup flavors features ready-to-serve and condensed formats for scratch-quality offerings at scale.












































— Campbell's —
**CULINARY
RESERVE**



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Product Name		Pack/Size	Case Code	Distributor Code	Rebate Amount	TOTAL # of cases X Rebate Amount
CAMPBELL'S® 50 OZ. CONDENSED SOUPS						
Campbell's® Cream of Chicken	 	12 / 50 OZ	01036		\$5.00	
Campbell's® Cream of Mushroom	 	12 / 50 OZ	01266		\$5.00	
Campbell's® Tomato	    	12 / 50 OZ	00016		\$5.00	
CAMPBELL'S® CULINARY RESERVE - FROZEN SOUPS - POUCH						
Campbell's® Culinary Reserve Roasted Red Pepper & Smoked Gouda Bisque-Ready To Cook	 	4/4 LB	16835		\$5.00	
Campbell's® Culinary Reserve Lobster Bisque with Sherry		4/4 LB	21068		\$5.00	
Campbell's® Culinary Reserve Mexican Street Corn	 	4/4 LB	27926		\$5.00	
Campbell's® Culinary Reserve Roasted Poblano & White Cheddar Soup with Tomatillos	 	4/4 LB	26832		\$5.00	
Campbell's® Culinary Reserve Aged White Cheddar & Cauliflower Bisque	  	4/4 LB	28265		\$5.00	
Campbell's® Culinary Reserve Broadway Basil & Tomato Bisque		4/4 LB	21081		\$5.00	
Campbell's® Culinary Reserve Creamy Broccoli & Cheddar		4/4 LB	21086		\$5.00	
Campbell's® Culinary Reserve Minestrone Soup with Garden Vegetables	 	4/4 LB	21093		\$5.00	
Campbell's® Culinary Reserve Wicked Thai-Style Chicken & Rice		4/4 LB	20805		\$5.00	
Campbell's® Culinary Reserve Fully Loaded Baked Potato and Cheddar		4/4 LB	24879		\$5.00	
Campbell's® Culinary Reserve Beef & Barley with Vegetable		4/4 LB	25193		\$5.00	
Campbell's® Culinary Reserve Broccoli Cheddar	 	4/4 LB	20301		\$5.00	
Campbell's® Culinary Reserve Chicken Noodle		4/4 LB	20303		\$5.00	
Campbell's® Culinary Reserve Chicken Tortilla		4/4 LB	20304		\$5.00	
Campbell's® Culinary Reserve Loaded Baked Potato - COMING FALL 2023, REFRESHED RECIPE!		4/4 LB	20305		\$5.00	
Campbell's® Culinary Reserve Southwest Vegetarian Chili	  	4/4 LB	20602		\$5.00	
Campbell's® Culinary Reserve Tomato Bisque with Basil	 	4/4 LB	24878		\$5.00	
Campbell's® Culinary Reserve Baja Style Chicken Enchilada		4/4 LB	28744		\$5.00	
CAMPBELL'S® CULINARY RESERVE CONDENSED SOUPS - TUB						
Campbell's® Culinary Reserve Cheesy Chicken Tortilla		3/4 LB	18294		\$5.00	
Campbell's® Culinary Reserve Chicken & Dumplings		3/4 LB	11919		\$5.00	
Campbell's® Culinary Reserve Cream of Potato		3/4 LB	08166		\$5.00	
Campbell's® Culinary Reserve Creamy Tomato Basil Bisque		3/4 LB	14903		\$5.00	
Campbell's® Culinary Reserve Creole-Style Chicken Gumbo	 	3/4 LB	08297		\$5.00	
Campbell's® Culinary Reserve Golden Broccoli Cheese	 	3/4 LB	08558		\$5.00	
Campbell's® Culinary Reserve Homestyle Chicken Noodle		3/4 LB	08169		\$5.00	
Campbell's® Culinary Reserve Italian-Style Wedding		3/4 LB	10428		\$5.00	
Campbell's® Culinary Reserve Mexicali Tortilla		3/4 LB	10431		\$5.00	
Campbell's® Culinary Reserve Minestrone		3/4 LB	08167		\$5.00	

Claims Key

 Made with No-Antibiotics-Ever Chicken Meat	 Gluten Free	 Good Source of...	 Plant-Based	 Reconstituted with Milk
 Full Serving of Fruits or Vegetables	 Vegetarian	 Vegan	 Non-BPA Lining	



For recipe inspiration, visit cambellsfoodservice.com/recipes

TrendT3.23_Non-Commercial

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Product Name		Pack/Size	Case Code	Distributor Code	Rebate Amount	TOTAL # of cases X Rebate Amount
V8® BEVERAGES						
V8® Low Sodium 100% Vegetable Juice - CAN	GF VG V FS PB	48/5.5 OZ	00067		\$2.00	
V8® Low Sodium 100% Vegetable Juice - PET	GF VG V FS PB	6/46 OZ	20616		\$2.00	
V8® Original 100% Vegetable Juice - CAN	GF VG V FS PB	48/5.5 OZ	00020		\$2.00	
V8® Original 100% Vegetable Juice - PET	GF VG V FS PB	6/46 OZ	20808		\$2.00	
V8® Original 100% Vegetable Juice - PET	GF VG V FS PB	6/64 OZ	24817		\$2.00	
V8® Original 100% Vegetable Juice - PET	GF VG V FS PB	12/12 OZ	13804		\$2.00	
V8® Splash Berry Blend - PET	GF V	12/16 OZ	14653		\$2.00	
V8® Splash Strawberry Kiwi - PET	GF	12/16 OZ	14655		\$2.00	
V8® Splash Tropical Blend - PET	GF VG V	12/16 OZ	14654		\$2.00	
PACIFIC FOODS® PLANT-BASED BEVERAGES						
Pacific Foods® Barista Series Almond Original	NON GMO K GF PB VG	12/32 OZ	04312		\$2.00	
Pacific Foods® Barista Series Coconut Original	NON GMO K GF PB VG	12/32 OZ	04313		\$2.00	
Pacific Foods® Barista Series Oat Original	NON GMO K CA PB VG	12/32 OZ	04320		\$2.00	
Pacific Foods® Barista Series Soy Original	NON GMO K GF PB VG	12/32 OZ	04292		\$2.00	
Pacific Foods® Organic Oat Original	O NON GMO K CA SF PB VG	12/32 OZ	06570		\$2.00	
Pacific Foods® Organic Unsweetened Almond Original	O NON GMO K SF GF PB VG	12/32 OZ	06503		\$2.00	
Pacific Foods® Ultra Soy Original	NON GMO K CA GF PB VG	12/32 OZ	08200		\$2.00	
PACE®						
Pace® Chunky Salsa - Medium	GF VG V PB	4/138 OZ	14170		\$5.00	
Pace® Chunky Salsa - Mild	GF VG V PB	4/138 OZ	14070		\$5.00	
Pace® Enchilada Sauce	GF VG V PB	4/138 OZ	13170		\$5.00	
Pace® Picante Sauce - Medium	GF VG V PB	4/138 OZ	00068		\$5.00	
Pace® Picante Sauce - Mild	GF VG V PB	4/138 OZ	00067		\$5.00	

Claims Key

SF

Soy Free

V

Vegetarian

VG

Vegan

GF

Gluten Free

O

Organic

PB

Plant-Based

NON GMO

Non-GMO

CA

Carrageenan Free

K

Kosher

FS

Full Serving of Fruits or Vegetables

TOTAL CASES	REBATE TOTAL

Name of Operation

First Name

Last Name

Title

Street Address (no PO Boxes)

City

State

Zip Code

Country

Business Phone Number

Ext.

Email Address

Distributor/City/State/Zip Code

TERMS AND CONDITIONS:

Send original completed claim form and distributor invoices to:
Campbell Foodservice Rebate Processing
PO Box 750022 • Dept to TrendT3.23_Non-Commercial • El Paso, TX 88575-0022

A. This rebate offer applies to Non-Commercial foodservice operators only.
B. Checks will be made payable to corporate entities only, and not to individuals.
C. Offer good only in the U.S.A.
D. Applies only on eligible Campbell's products purchased between 9/1/2023 – 12/31/2023.
E. This rebate offer may not be combined with any other offer during the same period.
F. This rebate cannot be duplicated, assigned or transferred by an operator.
G. Allow 6–10 weeks for payment of rebate.

By submitting this form, you agree to receive marketing communications, such as product information, services, discount offers and promotions, from Campbell's Foodservice. You may opt out at any time. [www.campbellsoupcompany.com/privacy-policy/](#) ☐ Opt Out

H. Minimum rebate 5 cases; maximum rebate \$500.
I. Distributors may not redeem on behalf of operators.
J. Club stores, vending suppliers, c-stores, retail outlets and retail distributors are excluded.
K. All submissions must be received by 1/31/2024.
L. Campbell's Foodservice is not responsible for lost, late or misdirected submissions.

Campbell's

FOODSERVICE