

Global Goes Local Promotion

Maximum Rebate \$250 • September 1, 2024—December 31, 2024

Campbell's
Foodservice

Buy any two cases of Local
and we'll give you any **5 Cases of Global
FOR FREE**

— *Campbell's* —
**CULINARY
RESERVE**

**Purchase 2 cases of Local & 5 cases of NEW Global
and will refund the cost of the Global!**

GLOBAL SOUPS



Campbell's® Culinary Reserve Mexican Street Corn

Case Code: **27926** Pack Size: **4/4 lbs**
Format: **4 lb pouch** Case Yield: **256 oz**



Bolder flavor - sweet and roasted corn, cotija cheese, a traditional spice blend and a hint of lime bring Mexican Street Corn to life! On trend!
- Elote as a side is up 29% in the past 2 years.



Campbell's® Culinary Reserve Spicy Harissa White Bean

Case Code: **29168** Pack Size: **4/4 lbs**
Format: **4 lb pouch** Case Yield: **256 oz**



Crafted to be delicious - Harissa, white beans, garlic, herbs, tomatoes make up this rich and hearty soup that has a hint of spice.



Campbell's® Culinary Reserve Cuban-Style Black Bean

Case Code: **29166** Pack Size: **4/4 lbs**
Format: **4 lb pouch** Case Yield: **256 oz**



Black bean soup with roasted poblanos, chipotle, roasted garlic, and cumin.

TREND: GLOBAL GOES LOCAL

As global foods and flavors continue to be on-trend, regionality and specificity will become key differentiators in crafting a standout menu. These popular global cuisines lend themselves to innovation, with on-trend ingredients and dishes.

North African cuisine is projected to grow 12.6% on menus year-over-year, and for good reason.¹

Harissa, dubbed “the new sriracha” by Datassential,² has grown 4% over the past year in share of consumer social discussion.¹

Tagine has grown by +49%.¹

Peri-Peri is a fast-growing flavor on lunch and dinner menus.¹

TREND: PUTTING PLANTS BACK IN PLANT-BASED

Plant-based meals are becoming a regular part of consumers' diets: 41% of consumers consume a vegan or vegetarian dish at least once per week.¹ With a sea of plant-based meat alternatives now available, consumers are now looking for dishes that allow plants to be the star.




Visit campbellsfoodservice.com/frozensoup to learn more.

Source: 1) Tastewise Proprietary Research, 2023,
2) 2024 Food Trends, FoodBytes, Datassential, November 2023

LOCAL SOUPS



Campbell's® Culinary Reserve
Tomato Bisque with Basil

Case Code: 24878	Pack size: 4/4 lbs	
Format: 4 lb pouch	Case Yield: 256 oz	




Campbell's® Culinary Reserve
Creamy Tomato Basil Bisque

Case Code: 14903	Pack size: 3/4 lbs	
Format: 4 lb tub	Case Yield: 384 oz	



Campbell's® Culinary Reserve
Loaded Baked Potato

Case Code: 20305	Pack size: 4/4 lbs	
Format: 4 lb pouch	Case Yield: 256 oz	




Campbell's® Culinary Reserve
Golden Broccoli Cheese

Case Code: 08558	Pack size: 3/4 lbs	
Format: 4 lb tub	Case Yield: 384 oz	




Campbell's® Culinary Reserve
Chicken Noodle

Case Code: 20303	Pack size: 4/4 lbs	
Format: 4 lb pouch	Case Yield: 256 oz	




Campbell's® Culinary Reserve
Cream of Potato

Case Code: 08166	Pack size: 3/4 lbs	
Format: 4 lb tub	Case Yield: 384 oz	




Campbell's® Culinary Reserve
Harvest Butternut Squash

Case Code: 20597	Pack size: 4/4 lbs	
Format: 4 lb pouch	Case Yield: 256 oz	




Campbell's® Culinary Reserve
Homestyle Chicken Noodle

Case Code: 08169	Pack size: 3/4 lbs	
Format: 4 lb tub	Case Yield: 384 oz	



Campbell's® Culinary Reserve
Broccoli Cheddar

Case Code: 20301	Pack size: 4/4 lbs	
Format: 4 lb pouch	Case Yield: 256 oz	

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				

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

TERMS AND CONDITIONS:
Send original completed claim form and distributor invoices to:
Campbell Foodservice Rebate Processing
Global Goes Local Promotion • PO Box 1032 • Dept. R13302 • Grand Rapids, MN 55745
or email to cfsrebatesinfo@apfco.com

- A. This rebate offer applies to Commercial and Non-Commercial I 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 9/1/2024 - 12/31/2024.
- 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.
- H. Minimum rebate 5 cases; maximum rebate \$250.
- 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 1/31/2025.
- L. Campbell's Foodservice is not responsible for lost, late or misdirected submissions.