



Campbell's® Chunky™ Soup

Many of the delicious, hearty Campbell's Chunky soups you know and love are now better than ever!

We know today's man faces a meal dilemma: finding great tasting, satisfying options that he can feel good about eating. So, the *Chunky* line-up went through its first major improvement in the brand's 40-year history to help provide better meal options. Now, 23 *Chunky* soups contain both a full serving of vegetables and 100 percent lean meat*. With more than 40 choices of *Chunky* soups, there's an option for everyone, including heart-healthy *Campbell's® Chunky™ Healthy Request® soups* with 410 mg of sodium per serving and *Chunky* microwavable bowls.

Improved *Chunky* soups are available in 18.6 ounce cans or 15.4 ounce microwavable bowls at supermarkets and mass merchandise stores nationwide beginning in fall 2009. The average price per can is \$2.59. Look for the new labels, which call out the product benefits as well as the color-coded varieties for easy shopping.



Full Serving of Vegetables

More than 30 *Chunky* soups offer a full serving of vegetables.

Soups include:

Sirloin Burger With Country Vegetables (available in both cans and bowls), Hearty Chicken with Vegetables, Chicken Corn Chowder (available in both cans and bowls), Chicken Broccoli Cheese and Potato, Baked Potato with Steak and Cheese, Baked Potato with Cheese and Bacon Bits, Beef with White and Wild Rice, Hearty Beef Barley, Savory Pot Roast, Beef Rib Roast with Potato and Herb, Beef with Country Vegetables (available in both cans and bowls), Fajita Chicken with Rice and Beans, Grilled Sirloin Steak with Hearty Vegetables, Hearty Bean 'n' Ham, Manhattan Clam Chowder, Old Fashioned Vegetable Beef (available in both cans and bowls), Savory Vegetable, Slow Roasted Beef with Mushrooms, Steak 'n' Potato, Beef and Dumplings with Hearty Vegetables, Roasted Beef Tips with Vegetables, Salisbury Steak with Mushrooms and Onions, Split Pea and Ham, Healthy Request New England Clam Chowder, Healthy Request Old Fashioned Vegetable Beef, Healthy Request Sirloin Burger With Country Vegetables, Healthy Request Vegetable, Healthy Request Chicken Corn Chowder



100 Percent Lean Meat

More than 30 *Chunky* soups are made with 100 percent lean meat.

Soups include:

Sirloin Burger With Country Vegetables (available in both cans and bowls), Hearty Chicken with Vegetables, Chicken Corn Chowder (available in both cans and bowls), Classic Chicken Noodle (available in both cans and bowls), Baked Potato with Steak and Cheese, Beef with White and Wild Rice, Hearty Beef Barley, Salisbury Steak with Mushrooms and Onions, Savory Pot Roast, Beef Rib Roast with Potatoes & Herbs, Beef with Country Vegetables (available in both cans and bowls), Chicken and Dumplings (available in both cans and bowls), Fajita Chicken with Rice and Beans, Grilled Chicken and Sausage Gumbo (available in both cans and bowls), Grilled Chicken with Vegetables and Pasta, Grilled Sirloin Steak with Hearty Vegetables, Old Fashioned Vegetable Beef (available in both cans and bowls), Savory Chicken with White and Wild Rice, Slow Roasted Beef with Mushrooms, Steak 'n' Potato, Beef and Dumplings with Hearty Vegetables, Roasted Beef Tips with Vegetables, Healthy Request Grilled Chicken and Sausage Gumbo, Healthy Request Old Fashioned Vegetable Beef, Healthy Request Sirloin Burger With Country Vegetables, Healthy Request Chicken Corn Chowder, Healthy Request Vegetable, Healthy Request New England Clam Chowder, Healthy Request Classic Chicken Noodle

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*All of the meat in these products is lean. Half cup of vegetables in one cup of soup.



Good Source of Protein

More than 30 *Chunky* soups are a good source of protein.

Soups include:

Sirloin Burger With Country Vegetables (available in both cans and bowls), Hearty Chicken with Vegetables, Chicken Corn Chowder (available in both cans and bowls), Classic Chicken Noodle (available in both cans and bowls), Chicken Broccoli Cheese & Potato, Baked Potato with Steak and Cheese, Beef with White and Wild Rice, Hearty Beef Barley, Savory Pot Roast, Beef Rib Roast with Potatoes & Herbs, Beef with Country Vegetables (available in both cans and bowls), Chicken and Dumplings (available in both cans and bowls), Fajita Chicken with Rice & Beans, Grilled Chicken & Sausage Gumbo (available in both cans and bowls), Grilled Sirloin Steak with Hearty Vegetables, Hearty Bean 'n' Ham, Old Fashioned Vegetable Beef (available in both cans and bowls), Savory Chicken with White & Wild Rice, Slow Roasted Beef with Mushrooms, Split Pea & Ham, Steak 'n' Potato, Beef & Dumplings with Hearty Vegetables, Roasted Beef Tips with Vegetables, Healthy Request Classic Chicken Noodle, Healthy Request Old Fashioned Vegetable Beef, Healthy Request Grilled Chicken & Sausage Gumbo,

Lower Sodium

Campbell's Chunky Healthy Request soups offer the same great flavor of *Chunky* soups with heart-healthy levels of sodium. At 410 mg of sodium per serving, this falls within the Food and Drug Administration's definition of "healthy" (480 mg of sodium per serving or less).

Lower Sodium Options Include the following *Chunky Healthy Request* soups:

Chicken Corn Chowder, Classic Chicken Noodle (available in both cans and bowls), Grilled Chicken & Sausage Gumbo (available in both cans and bowls), New England Clam Chowder, Old Fashioned Vegetable Beef, Sirloin Burger With Country Vegetables, Vegetable

For more information, visuals or to request product, please contact Sarah Karl at 312-988-2093 or skarl@webershandwick.com

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