



Campbell's® Chunky™ Soup “Male Meal Dilemma” Survey: Time and Taste Spell Trouble for Men’s Meal Choices

Guys today are busier than ever with little time to eat well. A recent survey* among American men and women shows guys today are piling more on their plates in the kitchen and in life than ever before. Between added responsibilities in the home, with families and work, it’s hard for them to find time to sit down to a nourishing and hearty meal that still tastes good.

Years of research helped *Chunky* identify this ‘male meal dilemma’ – and now they’re helping solve it by taking what people love about its soups and making them better than ever. The line of more than 40 *Chunky* soups, which include *Chunky Healthy Request*® and microwavable bowls, now has more soups that deliver a full serving of vegetables; more soups have 100 percent lean meat; and many soups provide a good source of protein**. At the same time, *Chunky* continues to deliver the same great taste and hearty satisfaction that people love.

Balancing Act

Today guys are busy trying to juggle family, career and personal time. In fact, of those surveyed, the majority of **men (56 percent) are responsible for more household duties and errands than they were five years ago. Half (50 percent) of men said their family requires more of their time** and on top of that, **40 percent work longer hours and 41 percent work out more often**. These demands leave men crunched for time – and as a result, they’re making less than ideal meal choices.

Blame It On Taste And Haste!

It’s well known that dining out can encourage high-fat, high-calorie meals, but it’s a similar story at home. **When asked why they sometimes eat a meal that they consider “bad” for them, the top two reasons men point to are “taste” (58 percent) and “time” (48 percent)**. Almost a **third of men (28 percent) say they eat “bad for you” foods because they are “more filling than nourishing meal options”** and 17 percent of men say it’s because they lack the skills to prepare a “nourishing” meal. *Campbell’s Chunky* to the rescue!

What Men Want

If it tastes good, is easy to make and nutritious...it’s a winner! When asked to name the most important qualities when making at-home meals, **58 percent of men rated meals that taste good as their top priority, followed by meals they can prepare quickly (46 percent) and meals that are nourishing (45 percent)**. With more soups that have a full serving of veggies, lean meats and many with a good source of protein, all with the same great taste and satisfaction people love, the improvements to the *Campbell’s Chunky* soup line-up now make it easier for men to meet all of those requirements.

Meals Fail to Match Men’s Top Priorities

More than one in five men (21 percent) say that **no more than half of the meals they make at home satisfy their two biggest priorities: tasting good and quick to prepare**. Of those who name “it’s something I can prepare quickly” as one of their priorities, it’s even worse: **One third of men (33 percent) who want a meal they can make quickly say that no more than half of the meals they prepare meet this requirement**.

For tips and tools on how to eat and live better visit www.ChunkySoupGamePlan.com (live starting September 8, 2009).

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*The *Campbell’s Chunky Soup* “Male Meal Dilemma” Survey was conducted among 1,000 nationally representative Americans by Wakefield between July 13 and July 20 2009 via telephone using Random Digit Dialing. Quotas were set to ensure reliable and accurate representation of the total U.S. population ages 18 and older.

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