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CampbellsCorporateTransparencySite Copy\_EN(v04 04) LV-QA.docx

16-Jan-20

## Campbell's Corporate Transparency Site Adaptation

### SITE CONTENTS

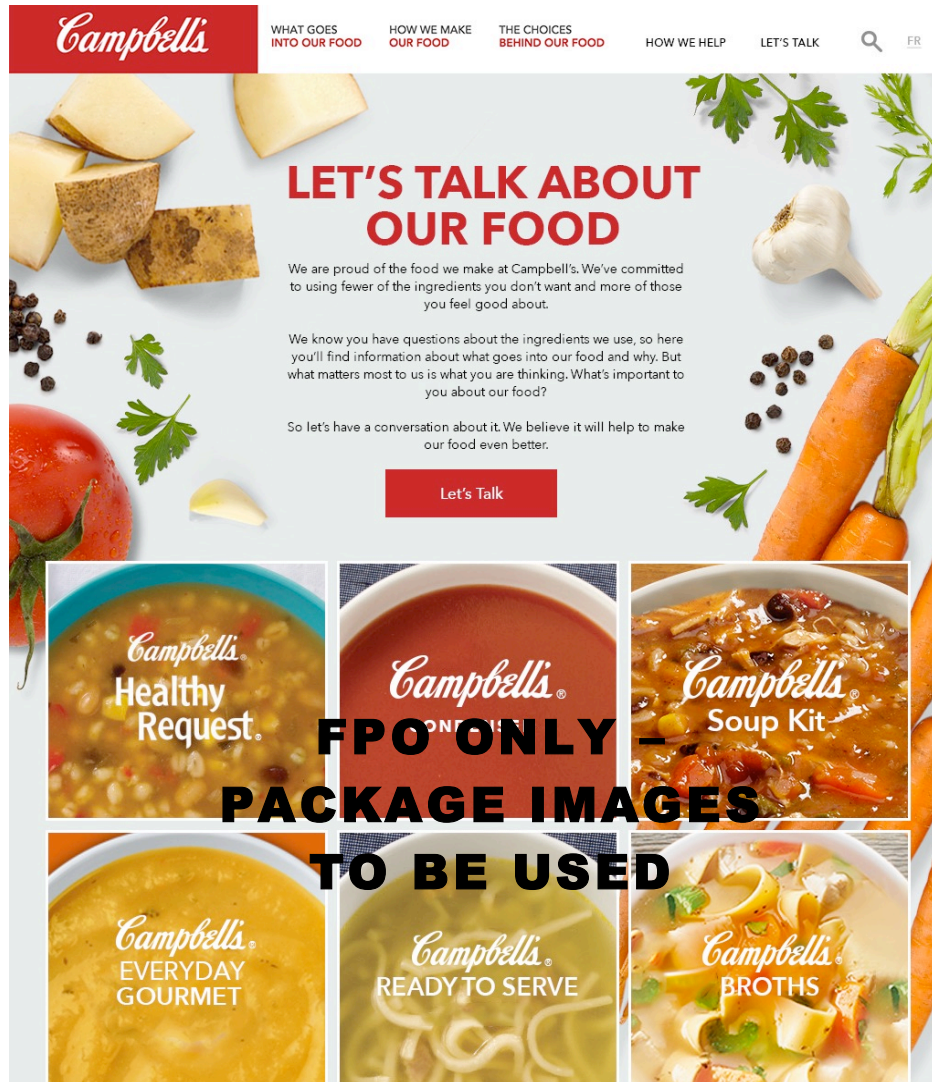
0.1 <a href="#">Meta Content</a>	3.0 <a href="#">The Choices Behind Our Food</a>
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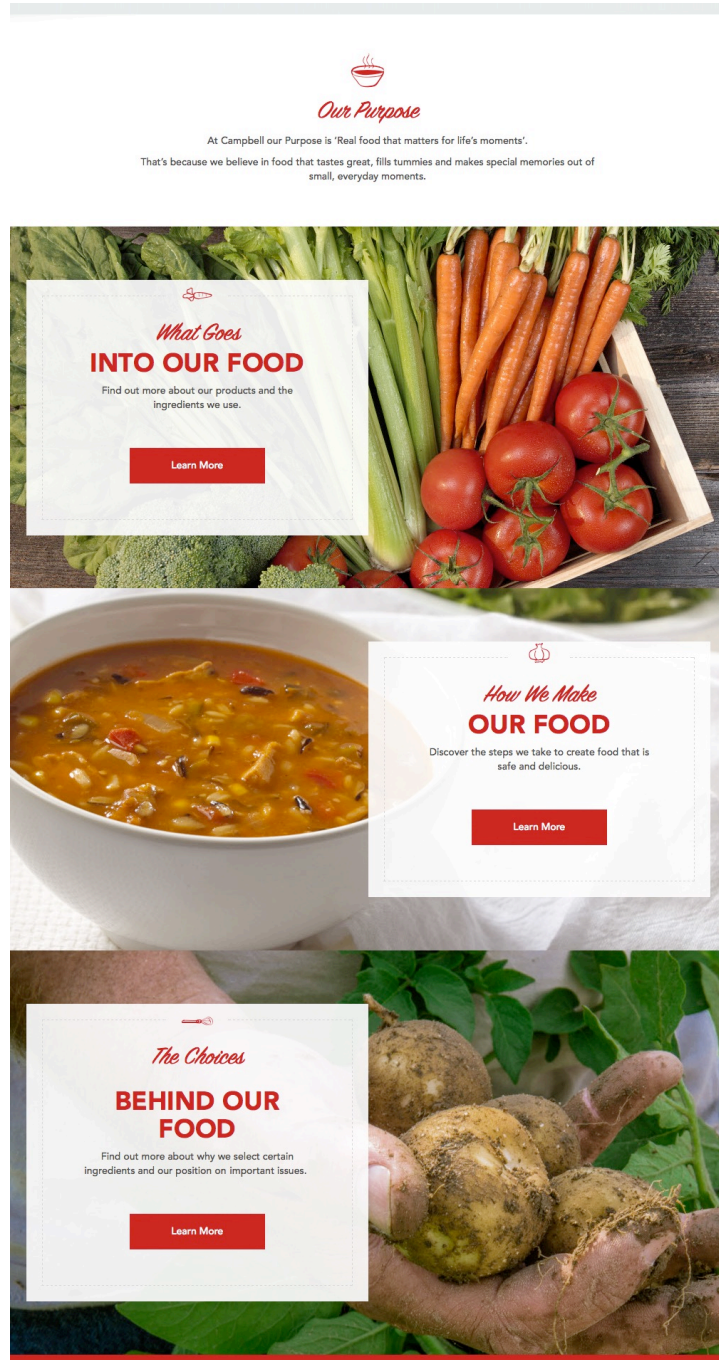
## [SITE VISUALS / NAVIGATION]

Home Page



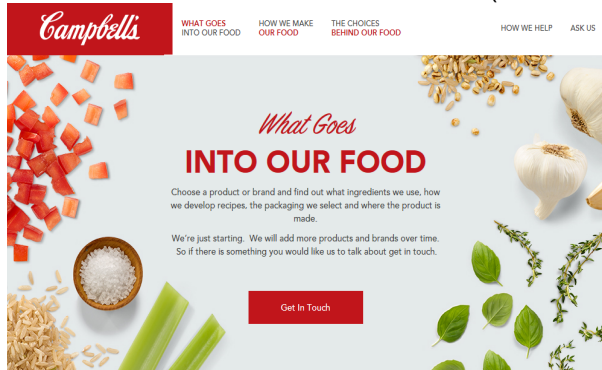


CLICK TO 3 MAIN SECTIONS ON WEBSITE FROM HERE:

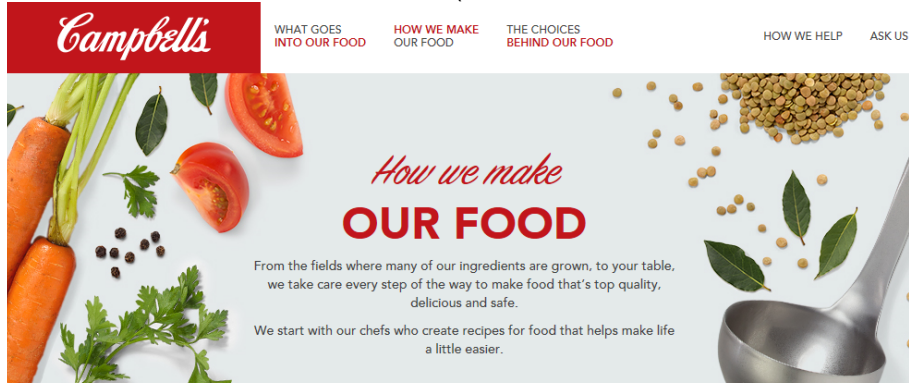




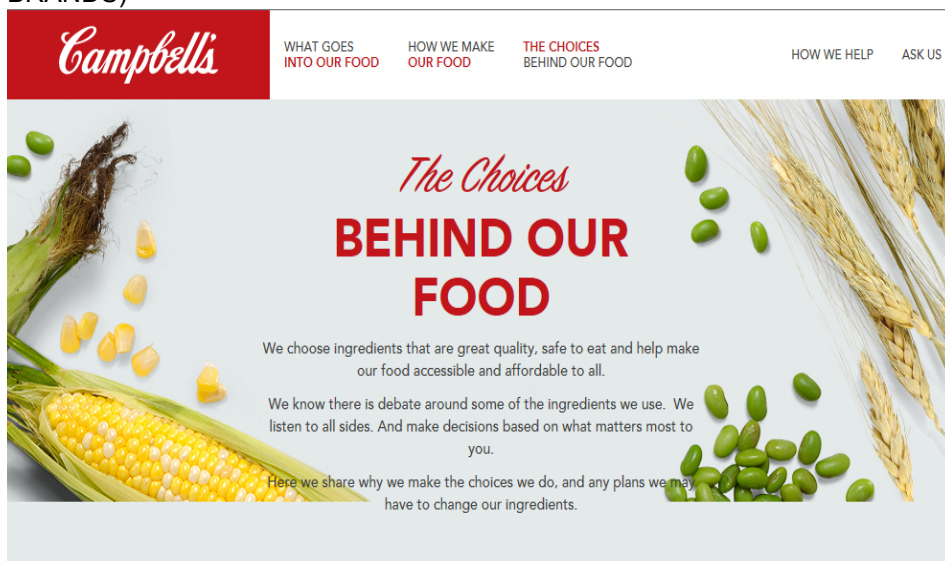
## WHAT GOES INTO OUR FOOD PAGE: (USER CAN CLICK ON 1 OF 4 BRANDS FOR MORE INFO)



## HOW WE MAKE OUR FOOD PAGE: (SOURCING, RECIPES, PREP, PACKAGING INFO)



## THE CHOICES BEHIND OUR FOOD PAGE: (INFO ON GMO, SODIUM, BPA ETC WE USE IN OUR SOUP BRANDS)







## 0.1 META CONTENT

[Meta title – max. 65 characters incl. spaces:]  
Campbell's What's In My Food

[Meta description – max. 150 characters incl. spaces:]  
We're proud of the food we make at Campbell's. We know you have questions about the ingredients we use. So, let's have a conversation about it.

## 0.0 HOME

### [CAMPBELL'S LOGO]

### [MAIN NAVIGATION + MENU]

WHAT GOES INTO OUR FOOD    HOW WE MAKE OUR FOOD    THE CHOICES BEHIND OUR FOOD    HOW WE HELP    LET'S TALK    [SEARCH ICON]    FR

### [HEADER]

Let's talk about our food

### [COPY]

We are proud of the food we make at Campbell. We've committed to using fewer of the ingredients you don't want and more of those you feel good about.

We know you have questions about the ingredients we use, so here you'll find information about what goes into our food, how we make it and why. But what matters most to us is what *you* are thinking. What's important to you about our food?

So let's have a conversation about it. We believe it will help to make our food *even* better.

### [BUTTON]

Let's talk

### [PURPOSE/MISSION STATEMENT AREA]

### [IMAGE HEADER]

Our Purpose

### [COPY]

At Campbell our Purpose is 'Real food that matters for life's moments'.

That's because we believe in food that tastes great, fills tummies and makes special memories out of small, everyday moments.

### [WHAT GOES INTO OUR FOOD CALL-OUT AREA]

**[IMAGE HEADER]**

What Goes  
INTO OUR FOOD

**[COPY]**

Find out more about our products and the ingredients we use.

**[CTA BUTTON]**

Learn more

**[HOW WE MAKE OUR FOOD CALL-OUT AREA]****[IMAGE HEADER]**

How We Make  
OUR FOOD

**[COPY]**

Discover the steps we take to create food that is safe and delicious.

**[CTA BUTTON]**

Learn more

**[THE CHOICES ABOUT OUR FOOD CALL-OUT AREA]****[IMAGE HEADER]**

The Choices  
BEHIND OUR FOOD

**[COPY]**

Find out more about why we select certain ingredients and our position on important issues.

**[CTA BUTTON]**

Learn more

**[SOCIAL MEDIA SHARE + CONTACT CALL-OUT AREA]****[CAMPBELL'S LOGO]****[COPY]**

Got a question, suggestion or concern? We'd like to hear from you.

**[CTA BUTTON – LINKS TO 5.0 GOT A QUESTION?]**

Let's talk



## [GLOBAL FOOTER AREA]

### [LINKS]

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## 1.0 WHAT GOES INTO OUR FOOD

### [HEADER]

What Goes INTO OUR FOOD

### [COPY]

Choose a brand and find out what ingredients we use, how we develop recipes, the packaging we select and where the products are made.

We're just starting. We will add more brands over time. So if there is something you would like us to talk about get in touch.

### [CTA BUTTON – LINKS TO 5.0 GOT A QUESTION?]

Let's talk

## [CATEGORIES CALL-OUT AREA]

### [IMAGE – CAMPBELL'S HEALTHY REQUEST]

#### [HEADER]

*Campbell's® Healthy Request®*

#### [COPY]

At Campbell, we challenged ourselves to change your perceptions of soup in a can and what it can do for you. We recreated *Campbell's Healthy Request®* with your needs in mind - food that tastes as good as it makes you feel about eating it.

### [CTA BUTTON – LINKS TO 1.1 CAMPBELL'S HEALTHY REQUEST - DETAIL]

Learn more

### [IMAGE – CAMPBELL'S CONDENSED]

#### [HEADER]

*Campbell's® Condensed Soups*

#### [COPY]



In a bowl. In a recipe. *Campbell's* Condensed soups have always been a family favourite. *Campbell's* Condensed soups come in a large assortment of great tasting varieties, are easy to prepare and can be enjoyed any time. They also make the perfect ingredient for weeknight dinner solutions.

**[CTA BUTTON – LINKS TO 1.2 CAMPBELL'S CONDENSED - DETAIL]**

Learn more

**[HEADER]**

*Campbell's*® Soup Kits

**[COPY]**

A few simple steps to a fresh and delicious pot of homemade soup. Carefully selected ingredients from Campbell such as grains, seasoning, dried vegetables and legumes plus *Campbell's*® broth and a few fresh additions of your own.

**[CTA BUTTON – LINKS TO 1.3 CAMPBELL'S SOUP KITS - DETAIL]**

Learn more

**[HEADER]**

*Campbell's*® Broths

**[COPY]**

*Campbell's*® broths are prepared right here in Canada, using quality ingredients and no artificial colours or flavours. You'll love the full, perfectly seasoned and delicious chicken, beef or vegetable flavour you get every time, from Canada's #1 selling broth.\*

\* Claim based in part on Nielsen MarketTrack for Canada GB+MM+DR Broth category 52 week ending 09/19/2015

**[CTA BUTTON – LINKS TO 1.6 CAMPBELL'S BROTHS - DETAIL]**

Learn more

**[OUR INGREDIENTS AREA]**

**[HEADER]**

Our Ingredients

**[BUTTON – LINKS TO 1.07 ALPHABETIZED LIST OF INGREDIENTS]**

Learn more

**[GLOBAL FOOTER AREA]**

**[LINKS]**

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## 1.1 CAMPBELL'S HEALTHY REQUEST

### [IMAGE + LOGO – HEALTHY REQUEST]

#### [HEADER]

Real good soup that's good real soup

#### [COPY]

At Campbell, we challenged ourselves to change your perceptions of soup in a can and what it can do for you. We recreated *Campbell's® Healthy Request®* with your needs in mind – food that tastes as good as it makes you feel about eating it. *Healthy Request* products do not contain preservatives. Period.

### [KEY INGREDIENT CALL-OUT AREA]

#### [IMAGE – CHICKEN AND BEEF ILLUSTRATION]

##### [HEADER]

##### **Lean meat**

We use chicken, beef and turkey in our soups. All our meat is from USDA inspected producers in the U.S.A. We use both dark and white chicken and turkey meat in our products that are made in Toronto and we will be transitioning to beef from Brazil in January 2016.

#### [IMAGE –LEGUME/GRAINS/VEGETABLE ILLUSTRATION]

##### [HEADER]

##### **Grains, Legumes & Vegetables**

All *Healthy Request®* soups are a source of fibre. Four of our six varieties contain a full serving of vegetables per 250ml.

#### [IMAGE - SALT SHAKER ILLUSTRATION]

##### [HEADER]

##### **Salt & Sodium**

Salt enhances the flavours in foods. All *Healthy Request* soups have 480 mg of sodium per serving.

#### [VIDEO]

##### [HEADER + COPY]

See what's in our soup

See five of the things that go into our soup *and* one that never will...

<[https://files.taxi.ca/\\_V3LRXHvLxs5SkR](https://files.taxi.ca/_V3LRXHvLxs5SkR)>

<[https://files.taxi.ca/\\_GWLgllNzMsaSvR](https://files.taxi.ca/_GWLgllNzMsaSvR)>

### [NUTRITIONAL CALL-OUT AREA]



## [HEADER]

### Nutrition Information

We all know that we only get the best out of our bodies when we put the best in. And that means asking hard questions about the food that we choose to eat. At Campbell, we challenged ourselves to change your perceptions of soup in a can and what it can do for you. We created *Campbell's® Healthy Request®* with your needs in mind - food that tastes as good as it makes you feel about eating it.

Dietary recommendations in Canada's Food Guide include limiting foods and beverages high in calories, fat, sugar or salt (sodium) and choosing foods lower in saturated and trans fats.

## [INFOGRAPHIC]

100%

All varieties have between 100-140 calories per serving

All 6 varieties are a source of fibre

4 of the 6 varieties have a full serving of vegetables per 250ml

*Healthy Request®* soups do not contain preservatives. Period.

## [GMO CALL-OUT AREA]

### [HEADER]

#### Genetically Modified Ingredients

In Canada, approximately 90% of all canola, corn, soybean and sugar beet crops are grown from genetically modified seeds. Farmers have been using these seeds for more than 20 years as they reduce costs and improve yields.

*Healthy Request®* soups contain ingredients that may be made from these crops. Some are listed below. Not all of these ingredients are used in all varieties and most are used in small quantities.

#### Canola

- vegetable oil from canola

#### Corn

- modified corn starch, citric acid

#### Soybean

- hydrolyzed soy protein, hydrogenated soybean oil, soybean oil, soy protein concentrate, soy protein isolate

#### Non-GMO Ingredients

All other ingredients including tomatoes, wheat, and vegetables are not genetically modified.

## [WHO MAKES THE SOUP CALL-OUT AREA]

### [SUB-HEAD]



## Who Grows & Makes the Soup

We buy many of our ingredients from farmers in the U.S.A. and Canada.

More than 70% of our vegetable ingredients (by weight) are sourced from local farms within a 3.5 hour radius of our Toronto plant, where we make soup for all of Canada, including *Healthy Request*.

We employ over 700 people at our location in Toronto where we make our products.

## [PACKAGING CALL-OUT AREA]

### [SUB-HEAD]

#### Packaging

*Healthy Request* soups are available in cans.

Steel cans are among the safest, most convenient, affordable and recyclable forms of packaging. The cans we use are recyclable and contain 30% recycled steel.

Our cans are coated on the inside with a thin layer of plastic to separate the food from the metal. Often this lining contains a substance called bisphenol A or BPA which makes the lining flexible so it completely covers the inside of the can. The BPA creates a protective layer for the product in the can. This helps keep the food safe and preserves its nutrition value.

Health Canada has concluded that the current dietary exposure to BPA through food packaging is not expected to pose a health risk to the general population. This conclusion has been re-affirmed by other international food regulatory agencies, including those of Canada's major trading partners.\*

\* Source: Canadian Food Inspection Agency: [2011 – 2012 Bisphenol A in Canned Foods](#)

## [CTA LINK]

Learn more about [Campbell's® Healthy Request® soups](#) at [campbellsoup.ca](#).

## [SOCIAL MEDIA SHARE + CONTACT CALL-OUT AREA]

### [CAMPBELL'S LOGO]

#### [COPY]

Got a question, suggestion or concern? We'd like to hear from you.

## [CTA BUTTON – LINKS TO 5.0 GOT A QUESTION?]

Let's talk

## [GLOBAL FOOTER AREA]

### [LINKS]

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## 1.2 CAMPBELL'S CONDENSED

### [IMAGE + LOGO – CAMPBELL'S CONDENSED]

#### [HEADER]

We All Soup™

#### [COPY]

Delicious vegetables, fun noodles to slurp, warming broth and lots of smiles – that's what goes into a bowl of *Campbell's®* Condensed Soup. It's comforting to know that no artificial colours or flavours are used in the making of our Condensed soups.

### [KEY INGREDIENT CALL-OUT AREA]

#### [IMAGE - STOCK ILLUSTRATION]

#### [HEADER]

##### **Chicken & Beef Stock**

The chicken and beef stock used in our Condensed Soups is made from cooking chicken or beef and seasoning in water and then concentrating it through evaporation. We also use a small amount of dehydrated or dried chicken or beef stock for added flavour.

#### [IMAGE – CHICKEN AND BEEF ILLUSTRATION]

#### [HEADER]

##### **Protein**

We use chicken, pork, beef and mutton in our soups. All our meat is from USDA inspected producers in the U.S.A. We use both dark and white chicken meat in our products that are made in Toronto and we will be transitioning to beef from Brazil in January 2016.

#### [IMAGE – VEGETABLE ILLUSTRATION]

#### [HEADER]

##### **Locally Sourced Produce**

More than 70% of our vegetable ingredients (by weight) are sourced from local farms within a 3.5-hour radius of our Toronto plant, where we make soup for all of Canada.

### [INGREDIENTS FOR FLAVOUR CALL-OUT AREA]

#### [SUB-HEAD]

Ingredients for Flavour

##### **Chicken Fat**

We use chicken fat for flavour

##### **Dehydrated Onions**

We used dehydrated or dried onions as a base flavour.



### **Disodium Guanylate and Disodium Inosinate**

Adds a meaty or savoury flavour to foods. It enhances the flavour of the food.

### **Flavour**

All the flavours used in our products are natural and derived from either plant or animal source.

### **Glucose-Fructose**

A liquid sweetener made from corn starch and is also known as high-fructose corn syrup. It is nutritionally the same as sugar, and similar in composition to table sugar.

### **Modified Milk Ingredients**

A name for milk components which have been altered from milk such as whey powder and casein. It enhances the creamy flavour.

### **Monosodium Glutamate (MSG)**

MSG is used to enhance the soup's savoury flavour and is made by fermenting cane or beet molasses.

### **Potassium Chloride**

Contributes flavour, it is a substitute for salt to reduce the total sodium in our soups

### **Salt**

Table salt adds seasoning and flavour.

### **Sugar**

Balances the savoury flavours. The sugar we use is from sugar cane grown in the Caribbean and processed in Canada

### **Yeast extract**

A natural flavour derived from yeast which adds a savoury taste.

## **[INGREDIENTS FOR TEXTURE AND COLOUR CALL-OUT AREA]**

### **[SUB-HEAD]**

Ingredients For Texture and Colour

### **Beta carotene**

A pigment that gives carrots, sweet potatoes and pumpkins their orange colour. When added to food, it adds a yellow or orange colour. Your body converts beta carotene to Vitamin A.

### **Calcium Chloride**

This is used as a firming agent in diced tomatoes to retain the shape of the pieces when cooked.

### **Modified starch**

Used as a thickener to give a smooth texture and consistency, just as you might use corn starch at home. The starches we use are made from corn, potato, wheat or tapioca.



### **Sodium phosphate**

A type of salt we use to maintain the texture and flavour of the chicken.

### **Soy protein isolate**

Made from soybeans and almost entirely protein. Is used to help keep the chicken tender during cooking. We use this protein to enhance the texture of the food we make and it also helps to make our cream soups thicker.

### **Who Grows & Makes the Soup**

We buy many of our ingredients from farmers in the U.S.A. and Canada.

More than 70% of our vegetable ingredients (by weight) are sourced from local farms within a 3.5 hour radius of our Toronto plant, where we make soup for all of Canada.

We employ over 700 people at our location in Toronto where we make our products.

## **[GMO CALL-OUT AREA]**

### **[HEADER]**

#### **Genetically Modified Ingredients**

In Canada, approximately 90% of all canola, corn, soybean and sugar beet crops are grown from genetically modified seeds. Farmers have been using these seeds for more than 20 years as they reduce costs and improve yields.

*Campbell's®* Condensed soups contain ingredients that may be made from these crops. Some are listed below. Not all of these ingredients are used in all varieties and most are used in small quantities.

#### **Canola**

- vegetable oil from canola

#### **Corn**

- glucose-fructose, dried corn syrup solids, modified corn starch, citric acid

#### **Soybean**

- hydrolyzed soy protein, hydrogenated soybean oil, soybean oil, soy protein concentrate, soy protein isolate

#### **Non-GMO Ingredients**

All other ingredients including tomatoes, wheat, and vegetables are not genetically modified.

## **[PACKAGING CALL-OUT AREA]**

### **[SUB-HEAD]**

#### **Packaging**

*Campbell's®* Condensed soups are available in cans.

Steel cans are among the safest, most convenient, affordable and recyclable forms of packaging. The cans we use are recyclable and contain 30% recycled steel.





Our cans are coated on the inside with a thin layer of plastic to separate the food from the metal. Often this lining contains a substance called bisphenol A or BPA which makes the lining flexible so it completely covers the inside of the can. The BPA creates a protective layer for the product in the can. This helps keep the food safe and preserves its nutritional value.

Health Canada has concluded that the current dietary exposure to BPA through food packaging is not expected to pose a health risk to the general population. This conclusion has been re-affirmed by other international food regulatory agencies, including those of Canada's major trading partners.\*

\* Source: Canadian Food Inspection Agency: [2011 – 2012 Bisphenol A in Canned Foods](#)

**[LINK TO CAMPBELL'S CONDENSED LANDING PAGE ON CAMPBELLSOUP.CA]**

**[CTA LINK]**

Learn more about [Campbell's® Condensed soups](#) at [campbellsoup.ca](#).

**[SOCIAL MEDIA SHARE + CONTACT CALL-OUT AREA]**

**[CAMPBELL'S LOGO]**

**[COPY]**

Got a question, suggestion or concern? We'd like to hear from you.

**[CTA BUTTON – LINKS TO 5.0 GOT A QUESTION?]**

Let's talk

**[GLOBAL FOOTER AREA]**

**[LINKS]**

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### 1.3 CAMPBELL'S SOUP KITS

**[IMAGE + LOGO – CAMPBELL'S SOUP KITS]**

**[HEADER]**

A few simple steps to delicious homemade soup

**[COPY]**

Campbell's® Soup Kits provide the perfect ingredients base for homemade soup recipes like Hearty Beef and Barley, Spiced Vegetable Medley and Orzo, Spicy Chicken Tortilla and Thai Chicken and Rice. Just add broth, fresh vegetables and/or meat and you'll be amazed by the delicious pot of homemade soup you've created!

**[KEY INGREDIENT CALL-OUT AREA]**



**[SUB-HEAD]**  
**Key Ingredients**

**[SUB] [IMAGE – GRAINS & LEGUMES ILLUSTRATION]**  
**[HEADER]**

**Whole grains & legumes**

We are proud to use whole grains and legumes like rice, barley, chickpeas, red lentils, and black beans in our *Campbell's®* Soup Kits.

**[SUB] [IMAGE – GARLIC ILLUSTRATION]**  
**[HEADER]**

**Herbs & spices**

*Campbell's®* Soup Kit recipes include a range of herbs, spices and dried vegetables to create authentic savoury flavours. These include garlic, onion, parsley, dried shiitake mushrooms and fish sauce powder in Thai Chicken and Rice; red wine powder, savoy cabbage and dried shiitake mushrooms in Hearty Beef and Barley, and lime juice powder and green chili pepper powder in Spicy Chicken Tortilla.

**[SUB] [IMAGE – PASTA ILLUSTRATION]**  
**[HEADER]**

**Pasta**

The orzo pasta in Spiced Vegetable Medley and Orzo is made with flour and water.

**[SUB] [IMAGE – ONION ILLUSTRATION]**  
**[HEADER]**

**No artificial flavours**

*Campbell's®* Soup Kits contain no artificial colours or flavours.

**[SUB] [IMAGE – SALT SHAKER ILLUSTRATION]**  
**[HEADER]**

**Salt & Sodium**

Salt enhances the flavours in foods. In our *Campbell's®* Soup Kit mixes, we use both regular and sea salt to deliver great taste.

**[INGREDIENTS FOR FLAVOUR CALL-OUT AREA]**

**[SUB-HEAD]**  
**Ingredients for Flavour**

**Dehydrated garlic**

Dried garlic used to add flavour.

**Dehydrated onions**

We used dried onions as a base flavour.

**Dehydrated vegetables**

Dried carrot, red bell pepper, green bell pepper, savoy cabbage used to add flavour.



### **Flavouring**

We use ingredients such as fish sauce powder (anchovies, salt, maltodextrin), red wine powder (sulphites), lemon juice powder, lime juice powder (corn syrup solids, lime juice solids, natural flavour), and green chili pepper powder to flavour the varieties in our Soup Kits.

### **Maltodextrin**

A type of carbohydrate made from corn or potatoes. It is used to create even and consistent flavour in our food. Maltodextrin itself has little taste, but it attaches itself to flavours and evenly spreads them through the product so every mouthful tastes good. The maltodextrin we use is made from corn unless stated otherwise.

### **Natural flavours**

A common term for flavours which give products their distinctive tastes. Natural flavours, oils or extracts can be derived from a wide range of foods – beef, chicken, seafood, fruits, vegetables and herbs. If a natural flavour contains one of the nine top allergens we include this in the ingredients list on the product label. We choose natural flavours in order to avoid using artificial flavours.

### **Sugar**

Balances the savoury flavours. The sugar we use is from sugar cane grown in the Caribbean and processed in Canada.

## **[INGREDIENTS FOR TEXTURE CALL-OUT AREA]**

### **[SUB-HEAD]**

#### **Ingredients for Texture**

#### **Modified Corn Starch**

Used to give the soup the right mouthfeel.

#### **Silicon dioxide**

Silicon dioxide serves as an anticaking agent and is used to prevent clumping in our products.

## **[GMO CALL-OUT AREA]**

### **[SUB-HEAD]**

#### **Genetically Modified Ingredients**

In Canada, approximately 90% of all canola, corn, soybean and sugar beet crops are grown from genetically modified seeds. Farmers have been using these seeds for more than 20 years as they reduce costs and improve yields.

*Campbell's®* Soup Kit products contain ingredients that may be made from these crops. Some are listed below. Not all of these ingredients are used in all varieties and most are used in small quantities.

#### **Corn**

- modified starch, masa harina corn flour, corn flour



### **Canola**

- vegetable oil from canola

### **Soy**

- soy is used as a flavouring in our Thai Chicken & Rice variety

### **Non-GMO Ingredients**

All other ingredients including rice, dehydrated vegetables and legumes are not genetically modified.

## **[PACKAGING CALL-OUT AREA]**

### **[SUB-HEAD]**

#### **Packaging**

Our soup kits are packed in convenient, flexible pouches that do not contain BPA. However, they are not recyclable due to the type of plastic we use.

### **[CTA LINK]**

Learn more about [Campbell's® Soup Kits](https://campbellsoup.ca/Campbells-Soup-Kits) at campbellsoup.ca.

## **[SOCIAL MEDIA SHARE + CONTACT CALL-OUT AREA]**

### **[CAMPBELL'S LOGO]**

#### **[COPY]**

Got a question, suggestion or concern? We'd like to hear from you.

### **[CTA BUTTON – LINKS TO 5.0 GOT A QUESTION?]**

Let's talk

## **[GLOBAL FOOTER AREA]**

### **[LINKS]**

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## **1.4 CAMPBELL'S BROTHS**

### **[IMAGE + LOGO – CAMPBELL'S BROTHS]**

### **[HEADER]**

Canada's #1 selling broth\*

### **[COPY]**



Campbell's® broths are prepared right here in Canada using quality ingredients and no artificial colours or flavours. Broth is the flavour foundation of every memorable soup, stew, or braise you've ever savoured and Campbell's® Broths impart a full, perfectly seasoned and delicious chicken, beef or vegetable flavour every time.

\* Claim based in part on Nielsen MarketTrack for Canada GB+MM+DR Broth category 52 week ending 09/19/2015

## **[KEY INGREDIENT CALL-OUT AREA]**

### **[SUB-HEAD]**

#### **Key Ingredients**

### **[SUB] [IMAGE – STOCK POT ILLUSTRATION]**

#### **[HEADER]**

##### **Chicken & Beef Stock**

The chicken and beef stock is made from cooking chicken or beef and seasoning in water and then concentrating it through evaporation. We also use a small amount of dehydrated or dried chicken or beef stock for added flavour. Similarly, our vegetable stock is made from cooking vegetables and seasoning in water and then concentrating it through evaporation.

### **[SUB] [IMAGE – WATER JUG ILLUSTRATION]**

#### **[HEADER]**

##### **Water**

We use water in our stock to achieve the right flavour concentration to produce our broths.

### **[SUB] [IMAGE – VEGETABLE ILLUSTRATION]**

#### **[HEADER]**

##### **Vegetable Juice & Puree**

Vegetable juice concentrate and frozen vegetable purees are used to enhance the flavour of our broths.

### **[SUB] [IMAGE –ORGANIC ILLUSTRATION]**

#### **[HEADER]**

##### **Organic Ingredients**

*Campbell's®* Organic Chicken broth is made using only quality ingredients. Our broth starts with chicken meat raised without the use of hormones, antibiotics or synthetic pesticides in feed and is seasoned to perfection with no artificial colours or flavours.

*Campbell's®* Organic Vegetable broth uses vegetables grown without synthetic pesticides, herbicides and fertilizers and is seasoned to perfection with no artificial colours or flavours.

### **[SUB] [IMAGE – VEGETABLE ILLUSTRATION]**

#### **[HEADER]**

##### **Organic Means non-GMO**

If a product is certified organic it automatically means that it is non-GMO. That's because only crops from non-genetically modified seed are allowed to be certified organic.



## [INGREDIENTS FOR FLAVOUR CALL-OUT AREA]

### [HEADER]

Ingredients for Flavour

#### **Dextrose**

Dextrose is a sugar found naturally in fruits and honey. We use dextrose made from cornstarch as a flavouring. Dextrose is also required in broth and stock-finished products packaged in tetra-cartons to aid visible signs in the event of spoilage.

#### **Disodium Guanylate and Disodium Inosinate**

Adds a meaty or savoury flavour to foods. It enhances the flavour of the food.

#### **Natural Flavour**

A common term for flavours which give products their distinctive tastes. Natural flavours, oils or extracts can be derived from a wide range of foods – beef, chicken, seafood, fruits, vegetables and herbs. If a natural flavour contains one of the nine top allergens we include this in the ingredients list on the product label. We choose natural flavours in order to avoid using artificial flavours

### [CTA LINK]

Learn more about [Campbell's® Broths](https://cambellsoup.ca) at [cambellsoup.ca](https://cambellsoup.ca).

## [SOCIAL MEDIA SHARE + CONTACT CALL-OUT AREA]

### [CAMPBELL'S LOGO]

#### [COPY]

Got a question, suggestion or concern? We'd like to hear from you.

### [CTA BUTTON – LINKS TO 5.0 GOT A QUESTION?]

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## 1.7 OUR INGREDIENTS

### [IMAGE TBD]

### [HEADER]

Our Ingredients

#### [COPY]

Here is an alphabetical list of some of the ingredients we use that may not be familiar. We have tried to describe what they are and why we use them in our recipes. If you can't find the ingredient you are looking for...



**[BUTTON]**

Let's Talk

**[HEADER]**

Our Ingredients

**ALLERGENS**

If any of our products include one of the top nine allergens it is indicated in the ingredients list on the product label. The eight most common allergens are peanuts, tree nuts, milk, eggs, fish, wheat, soy and shellfish. If a natural flavouring contains one of these allergens this is clearly indicated in parentheses in the ingredients list on the product label.

**BETA CAROTENE**

A pigment that gives carrots, sweet potatoes and pumpkins their orange colour. When added to food, it adds a yellow or orange colour. Your body converts beta carotene to Vitamin A.

**CANOLA AND SOYBEAN**

Vegetable oil

**CARAMEL COLOUR**

A widely used food colour made by heating sugar. We use it to make the colour of some of our products look appealing. It is also an ingredient in Worcestershire Sauce which we sometimes use to add flavour.

**CARRAGEENAN**

A common ingredient which is used as a thickener. We use it to keep our chicken meat juicy. It occurs naturally in seaweed, from where it's extracted for wider use.

**CHICKEN STOCK**

Stock is made from cooking chicken meat and chicken bones in water and then concentrating it by evaporating off some of the liquid. We also use a small amount of dehydrated, or completely dried, chicken stock for added flavour.

**CITRIC ACID**

Citric acid occurs naturally in citrus fruits and tomatoes and can add a sharp or tart flavour. It is commonly used to control the acidity of shelf stable products. The citric acid we use is made from either sugar beet or corn.

**CORN STARCH OR POTATO STARCH**

These ingredients help to thicken soups and give a consistent texture.

**CORN SYRUP SOLIDS**

A type of sweetener made from corn.

**CREAM**

We use fresh cream to give an authentic flavour and smooth texture.

**DEHYDRATED GARLIC**

Dried garlic used to add flavour.



#### DEHYDRATED ONIONS

We used dried onions as a base flavour.

#### DEHYDRATED WHEY, DRIED WHEY, WHEY POWDER OR MODIFIED MILK INGREDIENTS

Whey is produced during the cheese making process. We used dehydrated, or dried, whey to enhance the dairy flavour.

#### DEXTROSE

Dextrose is a sugar found naturally in fruits and honey. We use dextrose made from cornstarch as a flavouring. Dextrose is also required in broth and stock-finished products packaged in tetra-cartons to aid visible signs in the event of spoilage.

#### EGG NOODLES

Noodles made with white flour are enriched with five essential nutrients: ferrous sulfate (iron); and four B vitamins: folic acid, niacin (B3), riboflavin (B2) and thiamine mononitrate (B1). Our noodles are made with flour milled from a mix of durum and spring wheat grown in the United States and Canada. This mix of flour gives the noodles a robust texture.

#### ENZYME MODIFIED CHEESE

We use cheese which has been specially processed using enzymes to increase the flavour. Most of the enzyme modified cheese we use is made in Wisconsin. It also contains rennet, an enzyme which is essential to making the cheese hard. The rennet we use is derived from animals.

#### ENZYMES

Enzymes are a special kind of protein used to help reactions in food. These are essential in many types of food-making processes including cheese-making. Examples of enzymes we use in some of our recipes are rennet and phospholipase.

#### GARLIC

Garlic that has been dried is used to add flavour.

#### GLUTAMIC ACID

A naturally-occurring amino acid found in animals and plants such as tomatoes and mushrooms. It is sometimes an ingredient in flavour enhancers.

#### GLUTEN-FREE

Gluten is a protein found in rye, barley and wheat (including atta, bulgur, couscous, durum, einkorn, emmer, farina, kamut, seitan, semolina, spelt, triticale). Due to the potential mixing of grains during harvest, storage, transportation, etc., Campbell has decided to treat oats similar to gluten containing grains. Campbell Gluten-Free products are validated through an extensive on-going test program, which includes the testing of products and placement of manufacturing controls to insure our Gluten-Free products are and remain Gluten-Free.

#### GLUCOSE FRUCTOSE

A liquid sweetener made from corn starch, also known as high-fructose corn syrup. It is nutritionally the same as sugar, and similar in composition to table sugar.



#### HYDROLYZED SOY PROTEIN

Plant protein from soybean that has been broken down into amino acids. These amino acids enhance the natural flavours of food with a taste known as “umami”.

#### INVERT SUGAR

A mixture of two sugars, dextrose and fructose. This is sometimes used to make brown sugar.

#### LACTIC ACID

A common acid found in dairy foods such as milk. We add it to improve the tart or subtle sour flavour in some of our dairy-based foods, like cheese sauces.

#### LECITHIN

Helps smoothly blend ingredients together. The technical term for this is 'emulsify'. We use lecithin made from soybeans or sunflower seeds. The specific source of the lecithin is always listed.

#### LOCUST BEAN GUM

Used to give some of our foods a smooth, thick texture. This ingredient is made from the seeds of the Carob tree, which grows mostly in the Mediterranean region. It is also sometimes called carob bean gum.

#### MALIC ACID

Occurs naturally in fruits, especially apples, and is responsible for their tart taste.

#### MALTODEXTRIN

A type of carbohydrate made from corn or potatoes. It is used to create even and consistent flavour in our food. Maltodextrin itself has little taste, but it attaches itself to flavours and evenly spreads them through the product so every mouthful tastes good. The maltodextrin we use is made from corn unless stated otherwise.

#### MODIFIED STARCH

Used as a thickener to give a smooth texture and consistency, just as you might use cornstarch at home.

#### MONOSODIUM GLUTAMATE (MSG)

MSG is made by fermenting cane or beet molasses and is used to enhance the food's savoury flavour. Glutamic acid is a naturally occurring amino acid.

#### NATURAL FLAVOURS

A common term for flavours which give products their distinctive tastes. Natural flavours, oils or extracts can be derived from a wide range of foods – beef, chicken, seafood, fruits, vegetables and herbs. If a natural flavour contains one of the nine top allergens we include this in the ingredients list on the product label. We choose natural flavours in order to avoid using artificial flavours.

#### ORGANIC CERTIFICATION

The Canada Organic Logo is your guarantee that the products are grown according to the Organic Product Regulations which were developed by Agriculture and Agri-Food Canada and the Canadian Food Inspection Agency. This includes the production of high quality food using sustainable management practices, which avoid damage to the environment, and ensure the ethical treatment of livestock. All the organic ingredients we use are from certified organic farms and producers and our soups are made in certified facilities.



#### ORGANIC MEANS NON-GMO

If a product is certified organic it automatically means that it is non-GMO. That's because only crops from non-genetically modified seed are allowed to be certified organic.

#### SALT SUBSTITUTE (POTASSIUM CHLORIDE)

A type of salt we use to reduce the amount of table salt (sodium chloride) in our recipes.

#### SODIUM PHOSPHATE

A type of salt that allows mixtures of ingredients to blend easily or "emulsify". It is also used to maintain the texture and flavour of the meat and cheese in our recipes as they are cooking. Some types of sodium phosphate are used as leavening or rising agents in baked products.

#### SOY PROTEIN CONCENTRATE

Made from soy bean flour after the sugar portion has been removed. We use this protein to enhance the texture of the food we make and also help make our cream soups thicker.

#### SOY PROTEIN ISOLATE

Made from soybeans and almost entirely protein. Is used to help keep the chicken tender during cooking.

#### SUGAR

The sugar we use is from sugar cane grown mainly in the Caribbean and processed in Canada.

#### TOMATO PUREE

Our tomatoes are mainly grown in California by family farmers, many who have grown for us for generations. The ripe tomatoes are harvested and transported directly to our plants to be washed, peeled and pureed. There are four tomatoes in each can of Campbell's Condensed Tomato Soup.

#### TURMERIC

Is a bright yellow spice often used in Indian cuisine. We use it to add colour to some of our soups and sauces.

#### VEGETABLE OIL

The oils we use may come from corn, canola and/or soybean as we use different oils depending on the season and availability. No matter which oil is used, we ensure the taste of the product doesn't change. The oils we use are considered "good oils" as they contain high amounts of unsaturated fats.

#### WATER

We use water in many of our products to achieve the right flavour concentration.

#### WHEAT FLOUR

Used to thicken the soup. We use flour milled from wheat grown in the U.S. and Canada. White flour enriched with five essential nutrients: ferrous sulfate (iron); and four B vitamins: folic acid, niacin (B3), riboflavin (B2) and thiamine mononitrate (B1).

#### WHEY POWDER

Enhances the creamy flavour.



#### WHEY PROTEIN CONCENTRATE

Made from whey, a by-product of cheese making, and used to enhance the texture of our food.

#### XANTHAN GUM

An ingredient used to blend our spices and ingredients to give a consistent flavour and appearance. It's made by fermenting corn sugar, wheat or soy.

#### YEAST EXTRACT

A natural flavour derived from yeast which adds a savoury taste.

#### YEAST EXTRACT AND AUTOLYZED YEAST EXTRACT

Flavour enhancers derived from yeast and used to add a savoury flavour to our products.

### [SOCIAL MEDIA SHARE + CONTACT CALL-OUT AREA]

#### [CAMPBELL'S LOGO]

#### [COPY]

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## 2.0 HOW WE MAKE OUR FOOD

#### [HEADER]

How we make OUR FOOD

#### [COPY]

From the fields where many of our ingredients are grown, to your table, we take care every step of the way to make food that's top quality, delicious and safe.

We start with our chefs who create recipes for food that helps make life a little easier.

### [2.01 CHEFS CALL-OUT AREA]

#### [U.S. VIDEO]

USE CAMPBELL'S BROTH RECIPE VIDEOS

< <https://files.taxi.ca/-4LdKBwVjsISsR>>

< <https://files.taxi.ca/n1LEGCywls8SzR>>

**[HEADER]**

We Start with Chefs' Recipes

**[COPY]**

We have a team of talented chefs, many of whom have trained at top culinary schools. They are inspired by the latest trends and seasonal flavours to create food for real life.

Once a chef's recipe has been perfected in our test kitchens, we make sure it can be recreated on a much larger scale. That's where our skilled food scientists come in. Using their deep knowledge of food, they create unique tastes and textures through carefully selected ingredients and different cooking techniques. We believe food should be simple, but we can't ignore the fact that making affordable, great-tasting, quality food for millions of people is truly a mix of culinary art and science.

We don't stop once our products are in store. We develop recipes that use our products as ingredients. You can find more than 350 recipes at [cookwithcampbells.ca](http://cookwithcampbells.ca).

**[BUTTON – LINKS TO COOKWITHCAMPBELLS.CA]**

[Get Recipes](http://cookwithcampbells.ca)

**[2.02 QUALITY INGREDIENTS CALL-OUT AREA]****[HEADER]**

Quality Ingredients

**[COPY]**

We know that quality ingredients and packaging make quality food. We source around 900 different ingredients, and a variety of materials for packaging to make more than 117 different products in various metal containers, aseptic cartons and plastic pouches. More than 70% of our vegetable ingredients (by weight) are sourced from local farms within a 3.5 hour radius of our Toronto plant, where we make soup for all of Canada and for export to the U.S., Hong Kong, Australia, and the Philippines. That includes 5.2 million pounds of mushrooms, 14.7 million pounds of potatoes and 6.7 million pounds of carrots from farms in Shelburne, Chatham and Queensville as well as Holland Marsh, a community of some 125 growers, just north of Toronto, where we make our soup.

Sometimes the source of our ingredients varies during the year depending on the season, availability and variability.

**[HEADER - INFOGRAPHIC]**

POUNDS OF INGREDIENTS WE USE EACH YEAR:

**[IMAGE – MUSHROOMS ILLUSTRATION]****[COPY]**

5.2 million lbs. of mushrooms

**[IMAGE – POTATOES ILLUSTRATION ]****[COPY]**

14.7 million lbs. of potatoes





**[IMAGE – CARROTS ILLUSTRATION]**

**[COPY]**

6.7 million lbs. of carrots

## **[2.03 HOW IT'S MADE CALL-OUT AREA]**

**[HEADER]**

HOW IT'S MADE

**[COPY]**

There are four key steps to making many of our soups.

Here is how we make our soups at our plant in Toronto, Ontario.

One fact that surprises people is that we don't add any preservatives to most of our soups. That's because we cook them once the packaging is sealed at a temperature which makes sure the product remains safe on shelf.

**[CINEMATIC OF CHOPPING VEGETABLES] [IMAGE OF CARROT]**

**[SUBHEAD + COPY]**

### **1. Prepping**

We prepare the ingredients for cooking, such as washing, peeling and dicing the carrots that come in fresh to our facility, almost daily.

**[CINEMATIC OF MIXING] [IMAGE OF SPOON]**

**[SUBHEAD + COPY]**

### **2. Mixing**

We carefully mix selected ingredients, like chicken stock and blend in the garnish like carrots, diced tomatoes, black-eyed peas, sweet potatoes, tomato paste, seasoned beef, spinach, peas, barley and mushrooms, before adding it to the can.

**[CINEMATIC OF COOKING] [IMAGE OF SOUP POT]**

**[SUBHEAD + COPY]**

### **3. Cooking**

Ingredients are added to the can in a particular order to create the best flavour. We seal the can and cook it at a temperature to make sure the product will remain safe under normal conditions.

**[CINEMATIC OF CANNING] [IMAGE OF CAN]**

**[SUBHEAD + COPY]**

### **4. Packaging**

Once the product has been cooked in the can, we label it and box it up before sending it to the grocery store.



## **[2.04 MAKING FOOD SAFE CALL-OUT AREA]**

### **[HEADER]**

#### **MAKING SAFE FOOD**

We're serious about food safety and have been for more than 85 years in Canada.

### **[IMAGE OF CHICKEN - ILLUSTRATION]**

#### **[SUBHEAD + COPY]**

Safe ingredients

We only work with trusted suppliers. All our suppliers must pass a rigorous selection process. Once on board, we check their facilities to make sure their ingredients and processes meet our quality and safety standards.

### **[IMAGE OF SOUP POT - ILLUSTRATION]**

#### **[SUBHEAD + COPY]**

Safe cooking

We conduct multiple safety checks as we make our food. For example, we weigh cans to make sure each contains the correct quantity. We use metal detectors and magnets to check the product and we perform quality checks before sending products to stores.

### **[IMAGE OF CAN - ILLUSTRATION]**

#### **[SUBHEAD + COPY]**

Safe packaging

We choose packaging – pouches, cartons, bowls, glass jars and cans – that is strong and convenient. While some people might think cans are a bit old fashioned, they remain one of the toughest and most environmentally friendly forms of packaging as they are recyclable.

## **[2.05 WHAT GOES INTO OUR FOOD CALL-OUT AREA]**

### **[HEADER]**

What Goes INTO OUR FOOD

### **[COPY]**

Find out more about some of our products and the ingredients we use.

### **[BUTTON – LINKS TO 1.0 WHAT GOES INTO OUR FOOD SECTION]**

Learn more

## **[SOCIAL MEDIA SHARE + CONTACT CALL-OUT AREA]**

### **[CAMPBELL'S LOGO]**

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## 3.0 THE CHOICES BEHIND OUR FOOD

### [IMAGE + HEADER]

The Choices BEHIND OUR FOOD

### [COPY]

We choose ingredients that are great quality, safe to eat and help make our food accessible and affordable to all.

We know there is debate around some of the ingredients we use. We listen to all sides. And make decisions based on what matters most to you.

Here we share why we make the choices we do, and any plans we may have to change our ingredients.

### [SUBHEAD]

GMO

### [COPY]

GMO is short for “genetically modified organisms.” It is sometimes called genetic engineering and refers to a process where desirable traits or characteristics are introduced into an organism.

In Canada, four main GM crops are currently grown, including canola, soybean, corn and sugar beet. Some farmers choose to use genetically modified seeds and have done so for nearly twenty years because it reduces costs and improves yields. These crops are used to make a wide range of different ingredients that are used in foods we eat every day, ranging from vegetable oils to some sugar.

We are comfortable using these genetically modified crops because scientists and Health Canada, who have been studying genetic engineering for many years, agree that food ingredients made with these methods are safe and aren’t different from other ingredients. [Click here to learn more.](#)

We know many of you want to know which ingredients we use are derived from these crops. The following list is a comprehensive selection of ingredients that we use that may be derived from crops grown from genetically engineered seeds. These ingredients are NOT used in all products.

#### **Corn**

Citric Acid

Corn

Corn chips

Corn oil



Corn flour  
 Corn gluten  
 Corn starch  
 Corn syrup  
 Dextrose  
 Glucose-Fructose  
 Maltodextrin  
 Modified corn starch

### **Sugar Beets**

Brown sugar  
 Invert sugar  
 Molasses  
 Sugar

### **Soybeans**

Hydrolyzed soy protein  
 Soybean flour  
 Soy lecithin  
 Soybean oil  
 Soy protein concentrate  
 Soy protein isolate  
 Soybean oil

### **Canola / Cottonseed**

Canola oil  
 Cottonseed oil  
 Flax seed  
 Hydrogenated cottonseed oil  
 Margarine

### **[HEADER]**

### **High Fructose Corn Syrup**

### **[COPY]**

High Fructose Corn Syrup or HFCS is a liquid sweetener, also called Glucose-Fructose on food labels in Canada. Although we have significantly reduced our use of the ingredient in recent years, we do use high fructose corn syrup when it is right for the recipe, mostly to help deliver a smoother texture than other sugars can provide, or to keep the cost of a product affordable. High fructose syrup contains the same number of calories as table sugar and has been widely used in the food industry for more than fifty years.

Many people have told us they would prefer to avoid HFCS, which is why we will continue to move away from using it in new products we launch and explore opportunities to remove it from existing products. More than 95% of the products we offer for retail sale in Canada do not contain high fructose corn syrup. It is used in some varieties of our *Campbell's*® Condensed soups.



## [SUBHEAD]

### Artificial Flavours and Colours

## [COPY]

We know that many people, and parents in particular, are keen to avoid artificial flavours and colours. We have been working to remove these ingredients from our products and currently more than 95% of our food doesn't include them. We will continue to shift away from using these ingredients, and expect that by the end of 2018, we will have eliminated them from nearly all of our North American products.

## [SUBHEAD]

### BPA and Packaging

## [COPY]

Steel cans are among the safest, most convenient, affordable and recyclable forms of packaging in the world. Our cans are coated on the inside with a thin layer of plastic to separate the food from the metal. This lining contains a very small amount of a substance called bisphenol A or BPA. Its job is to make the plastic flexible so it completely covers the inside of the can. The BPA creates a protective layer for the product in the can. This helps to keep the food safe and preserves its nutritional value.

Health Canada has concluded that the current dietary exposure to BPA through food packaging is not expected to pose a health risk to the general population. This conclusion has been re-affirmed by other international food regulatory agencies, including those of Canada's major trading partners.\*

However, we understand that some consumers would like to avoid BPA. That's why we decided to move away from it. We're working to phase out the use of BPA in the linings in our canned products but are doing so responsibly, once we know the alternatives are as safe as BPA. There are serious technical challenges associated with this conversion. We have tested a wide range of alternatives. Some have worked and others have not. We knew this would be a challenge and have always maintained that the transition would occur over a long period of time. We will continue to seek safe, viable alternatives for BPA across our portfolio.

We make a wide range of products in pouches, cartons and bowls that don't use BPA. For example *Campbell's*® Broths in cartons, *Everyday Gourmet*™ soups, *Campbell's*® Soup Kits, *Pepperidge Farm*® Cracker Chips and Goldfish.

\* Source: Canadian Food Inspection Agency: [2011 – 2012 Bisphenol A in Canned Foods](#)

## [HEADER]

### MSG

## [COPY]

Monosodium glutamate (MSG) is the sodium salt of a common amino acid. MSG can be added or naturally occurring (Glutamates) in many foods. It has been used safely as a seasoning in cooking for more than 100 years. It helps to impart a rich and pleasant savoury or umami flavour and is used to enhance the natural flavour of various foods such as soups, casseroles, salads, gravies, meat, poultry, seafood and vegetable dishes.

Many common foods, like tomatoes or cheese, have high levels of naturally-occurring free glutamates which are released during the cooking process. The body can't tell the difference between naturally occurring or added glutamates.



MSG is lower in sodium compared with table salt (sodium chloride). It contains only 13 percent sodium compared to 39 percent sodium in table salt. This means a small amount of MSG can be used instead of salt to create an appealing savoury flavour. This is particularly useful when making great tasting foods which have reduced sodium and fat.

We recognize that different people have different tastes and dietary requirements, which is why we offer a variety of choices including our *Healthy Request*® and *Everyday Gourmet*™ line of soups that have no added MSG, but may contain naturally occurring glutamates.

## [HEADER]

Sodium

## [COPY]

We know that having sodium-reduced choices is important to Canadians, that's why we have been reducing sodium for over a decade. That's also why we're committed to providing lower sodium options across our family of products:

- Our *Healthy Request*® soups are a delicious choice, each providing 480 mg sodium per serving
- If you're looking to make a lower sodium soup at home, our *Campbell's*® No Salt Added or 30% Less Sodium Broths and Reduced Sodium varieties of *Campbell's*® Condensed soups are great ways to add delicious flavour
- For our iconic condensed *Campbell's* soups (Tomato, Cream of Mushroom and Vegetable) you can find a similar flavour option at a reduced sodium level

## [HEADER]

Gluten Free

## [COPY]

We recognize that gluten-sensitivity is a concern for many Canadians. That's why we want to make it easy for them to find tasty, affordable and comforting food choices – like gluten-free *Campbell's*® soups or *Chunky*® chilies.

Campbell Canada is continually testing our products in accordance with Health Canada guidelines in order to validate all our gluten-free products. This includes testing of products as well as implementing manufacturing controls that ensure our products meet your dietary needs.

From Soups to Chilies to Beverages, Campbell Canada offers [48 Different Gluten-Free Products](#).

## [OUR BRANDS CALL-OUT AREA]

## [HEADER]

Our Brands

## [BUTTON – LINKS TO 1.0 WHAT GOES INTO OUR FOOD]

Learn More





## [SOCIAL MEDIA SHARE + CONTACT CALL-OUT AREA]

### [CAMPBELL'S LOGO]

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## 4.0 HOW WE HELP

### [IMAGE + HEADER]

How we help

COMMUNITIES & THE ENVIRONMENT

### [SUB-HEAD + COPY]

Helping to Alleviate Hunger in Communities Across Canada

Campbell Canada has been part of Canadian lives for more than 85 years. But we're not just on grocery store shelves and kitchen pantries; we're also a part of the community. A community we care about. So when statistics show that nearly 900,000 Canadians rely on food banks each month – a number that is larger than the population of Ottawa – we knew we had to do our part to help. That's why we are a long-standing contributor to Canadian food banks, donating over one million pounds of food each year. In 2015, we were proud to be recognized as Daily Bread Food Bank's Food Donor of the Year.

### [SUB-HEAD + COPY]

*Help Hunger Disappear®*

We know hunger is a complex issue. But Campbell Canada is doing what we can as a food company to help – even if it's for just one meal. That's why every year Campbell encourages our fellow Canadians to get involved and donate money and non-perishable food items to their local food banks through our on-going *HELP HUNGER DISAPPEAR®* program.

### [SUB-HEAD]

Environmental Sustainability

### [COPY]

We work hard to reuse, reduce and recycle. Our global goal is to cut the environmental footprint of our portfolio in half by 2020 - defined as water and greenhouse gas emissions per metric tonne of product.



This means we will:

- Reduce energy use by 35 percent per tonne of product produced
- Source 40 percent of our electricity from renewable or alternative energy sources
- Recycle 95 percent of waste generated globally.
- Deliver 100 percent of our global packaging materials from renewable, recyclable or recycled resources
- Promote more sustainable agriculture, reducing water use by 20%

#### [SUB-HEAD]

Reduce. Reuse. Recycle. Rewarding.

#### [COPY]

Long before environmental sustainability was top of mind, Campbell developed an early method of sustainable food packaging – Condensed soup. That spirit of innovation still applies today. Our cans are recyclable and made with 30% recycled steel. Currently, 92% of the solid waste from our Toronto manufacturing facility is recycled or reused and we have reduced water usage by 20% since 2008.

#### [SUB-HEAD + COPY]

Agriculture and Farming Partnerships

We make food, and the relationship between food makers and food growers is incredibly important. Campbell Canada has deep roots in Ontario, where it set up shop in Etobicoke more than 80 years ago, when much of the land around the plant were fields. Our connection to farms and farmers remains an important one today. We have a community of growers who provide us ingredients for our soups and broths, many come from farms in Chatham, Queensville, Shelbourne and the Holland Marsh. We source 68% of Campbell Canada's ingredients from within a three-hour drive of the Toronto manufacturing facility.

Dan Sopuch, is one example of a farmer who grows for Campbell's. He grew up working on the family farm, which his father started in 1947. "My Dad's first celery contract with Campbell was in 1957, in 1962, we got our first contract to supply carrots". Today, about 30 acres of the family farm are dedicated to growing carrots for Campbell.\*

#### [BUTTON]

Learn more

<[https://files.taxi.ca/\\_ljLcKJ7tcsXS\\_R](https://files.taxi.ca/_ljLcKJ7tcsXS_R)>

< [https://files.taxi.ca/\\_WyLsaKN5csiS1R](https://files.taxi.ca/_WyLsaKN5csiS1R)>

\* Farm to Table Article, Fall 2014: <http://www.fcpc.ca/Portals/0/Userfiles/Media/2014Public/Farm%20to%20Table%20Fall%202014.pdf>

#### [WHAT GOES INTO OUR FOOD CALL-OUT AREA]

#### [HEADER]

What Goes INTO OUR FOOD

#### [COPY]

Learn about the ingredients we use in our different products and the stories behind them.



#### [BUTTON – LINKS TO 1.0 WHAT GOES INTO OUR FOOD]

Learn More

#### [SOCIAL MEDIA SHARE + CONTACT CALL-OUT AREA]

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### 5.0 LET'S TALK

#### [HEADER]

Let's talk about our food

#### [COPY]

We hope you've had a chance to explore the information on what goes into our food and why.

We're proud of the food we make and we want to hear from you so we can make it *even* better. So, if you have a question, suggestion or a concern, we'd love to chat.

Let's get the conversation started. Let's talk.

#### [FACEBOOK PLUGIN FEED]

#### [CTA – RIGHT SIDEBAR]

Please feel free to [send us a message](#) anytime.

Or call us at 1-800-410-7687. Our offices are open from 9 a.m. to 7 p.m. Eastern Time, Monday through Friday.

#### [SOCIAL MEDIA SHARE + CONTACT CALL-OUT AREA]

#### [CAMPBELL'S LOGO]

#### [COPY]

You can also visit us on:

*mirum*



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## 6.0 SEARCH – DRAWER

[HEADER]

Looking for a particular ingredient or brand?

[SEARCH FIELD TEXT]

What are you searching for?

[CTA BUTTON]

Search

## 6.1 SEARCH RESULTS

[HEADER]

Search Results

[COPY]

You searched for: [SEARCH TERM]

Sort by | Relevance | Brand

[CTA BUTTON]

Load more results

[SOCIAL MEDIA SHARE + CONTACT CALL-OUT AREA]

[CAMPBELL'S LOGO]

[COPY]

Got a question, suggestion or concern? We'd like to hear from you.

[CTA BUTTON – LINKS TO 5.0 GOT A QUESTION?]

Let's talk

[GLOBAL FOOTER AREA]

[LINKS]

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## 8.0 PRIVACY POLICY

[LINKS TO <http://www.campbellsoup.ca/en-ca/about-us/privacy-policy>]

## 9.0 TERMS OF USE

[LINKS TO <http://www.campbellsoup.ca/en-ca/about-us/terms-of-use>]

## 10.0 404 ERROR

[CAMPBELL'S LOGO]

[HEAD]

Sorry!

[COPY]

The page you were searching can't be found.

[BUTTON: LINKS TO SECTION 0.0 HOME]

Go back to Home Page >

## 11.0 500 ERROR

[CAMPBELL'S LOGO]

[HEAD]

Sorry!

[COPY]

This page is not available at this time.

[BUTTON: LINKS TO SECTION 0.0 HOME]

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