



Campbell Soup Company Launches New Well Yes!™ Brand

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New Line of Ready-To-Serve Soup Offers Real, Nutritious Ingredients in Nine Delicious Flavors

CAMDEN, N.J.--(BUSINESS WIRE)--Dec. 20, 2016-- Today, Campbell Soup Company (NYSE:CPB) launched *Well Yes!*, a new ready-to-serve soup line that features clean, simple and nutritious ingredients. The innovative line of soups showcases ingredients that people know and understand, including wholesome grains, meats and vegetables.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20161220005331/en/>



“Our goal is to bring real, affordable and deliciously crafted soup to the soup aisle with the introduction of *Well Yes!*” said Sophie Arsenlis, Director of Marketing, Soup Strategy at Campbell Soup Company. “We thought differently about the creation of this soup, from flavor combinations, to our package design to the types of ingredients we sourced. With the *Well Yes!* brand, we are saying ‘yes’ to real food and well-being by only using ingredients that consumers know and trust.”

Well Yes! was pioneered by a group of passionate Campbell employees who tapped into their own desires and preferences to create a soup crafted with care, choosing real, nutritious ingredients without compromising flavor. *Well Yes!* soups feature purposeful ingredients like kale, quinoa, barley, beans, sweet potatoes and whole grains. The soups are available

Campbell Soup Company (NYSE: CPB) launched Well Yes!, a new ready-to-serve soup line that features clean, simple and nutritious ingredients available in nine flavors. (Photo: Business Wire)

in nine varieties, offering real ingredients everyone can recognize. The soups are made with carefully selected and sourced ingredients like chicken meat with no antibiotics. *Well Yes!* soups contain no artificial colors, flavors, ingredients or modified starches. Additionally, the packaging is a non-BPA lined can and recyclable.

The first nine soups within the product line include:

- Black Bean and Red Quinoa Soup
- Chicken Noodle Soup
- Hearty Lentil with Vegetables Soup
- Hearty Tomato with Toasted Barley Soup
- Italian Vegetable with Farro Soup
- Minestrone with Kale Soup
- Roasted Chicken and Wild Rice Soup
- Sweet Potato Corn Chowder
- Tomato Carrot Bisque

Celebrating A #WellYesMoment

The *Well Yes!* brand is renouncing unrealistic resolutions and proclaiming 2017 as the year to say “yes” to small, positive moments each day. *Well Yes!* is partnering with actress and mother Busy Philipps to announce #WellYesMoment – a campaign that reframes the narrative around New Year’s resolutions and fosters saying “yes” to small things all year long. According to a recent survey by Wakefield Research, nearly two in five people (39%) roll their eyes to the sentiment, “New Year, New You,” and 65% have found more success sticking to smaller, daily activities, compared to larger ones that take longer to complete.

“It can be easy to fall into the habit of placing too much pressure on ourselves, especially around the New Year, and it’s time to stop setting unrealistic

resolutions,” said Busy Philipps. “Through the #WellYesMoment campaign, everyone can share those small, positive moments that encourage you to say ‘yes’ to happiness like waking up an hour earlier for some ‘me’ time.”

Well Yes! is encouraging people to join the conversation by sharing their #WellYesMoment on Facebook, Instagram or Twitter. A #WellYesMoment should be an easy, small declaration, whether it’s taking time to send a handwritten thank you note to a friend or drinking a glass of water first thing in the morning.

About Well Yes!

Launching in January, a new integrated marketing campaign will celebrate *Well Yes!* soup. Video spots, created by BBDO New York, celebrate the chef-selected ingredients featured in the nine new *Well Yes!* soup varieties.

Well Yes! soups are packaged in 16.6 oz., non-BPA lined cans which are available nationwide for a suggested retail price of \$2.69. For more information, visit www.campbells.com/well-yes, www.facebook.com/CampbellsWellYes/, www.instagram.com/CampbellsWellYes/ and [Twitter.com/WellYes](https://twitter.com/WellYes).

About Campbell Soup Company

Campbell (NYSE:CPB) is driven and inspired by our Purpose, “Real food that matters for life’s moments.” We make a range of high-quality soups and simple meals, beverages, snacks and packaged fresh foods. For generations, people have trusted Campbell to provide authentic, flavorful and readily available foods and beverages that connect them to each other, to warm memories and to what’s important today. Led by our iconic *Campbell’s* brand, our portfolio includes *Pepperidge Farm*, *Bolthouse Farms*, *Arnott’s*, *V8*, *Swanson*, *Pace*, *Prego*, *Plum*, *Royal Dansk*, *Kjeldsens* and *Garden Fresh Gourmet*. Founded in 1869, Campbell has a heritage of giving back and acting as a good steward of the planet’s natural resources. The company is a member of the Standard & Poor’s 500 and the Dow Jones Sustainability Indexes. For more information, visit www.campbellsoupcompany.com or follow company news on Twitter via [@CampbellSoupCo](https://twitter.com/CampbellSoupCo). To learn more about how we make our food and the choices behind the ingredients we use, visit www.whatsinmyfood.com.

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