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## **Campbell Soup Company Acknowledged Leader in Sodium Reduction** *40+ Journey Yields Portfolio of Reduced Sodium Soups, Beverages, Breads and Pastas*

Campbell Soup Company has offered reduced sodium products since the late 1960's, when the company first introduced *Campbell's*® Low Sodium soups. Since that time, the company has made significant breakthroughs in its longstanding effort to provide people with a variety of choices that can help them to reduce sodium in their diets without giving up the taste they love.

Today, Campbell offers a variety of great-tasting, lower-sodium products that suit people's lifestyles and help them meet their dietary goals. This includes 90 varieties of *Campbell's* soups and more than 100 other Campbell products, such as *V8*® juices, *Prego*® Italian sauces, *SpaghettiOs*® pastas and most *Pepperidge Farm*® breads.

In addition, Campbell offers more than 80 products that are certified by the American Heart Association, meeting the required sodium level, among other key criteria, and display the organization's heart-check mark on the package.

Here is a timeline outlining Campbell's 40+ year history in sodium reduction:

Late 1960's/  
Early 1970's

- Campbell introduces Low Sodium soups with 90 percent less sodium than original products ( $\leq 140$  mg)

Early 1980's

- Incremental "silent" reduction in soup and beverage (5-20 percent)
- Funded research on salt-taste mechanism with external partners

Mid 1980's

- Campbell introduces *Special Request* soups with 1/3 less sodium than original; renamed as *Campbell's Healthy Request* soups with up to 50 percent less sodium during Nutrition Labeling & Education Act (NLEA) in early 1990's
- Supported six multi-center trials to understand salt/taste mechanism

1990's

- Patent issued for non-sodium salt/taste enhancers (blends with potassium chloride- KCL)
- Continued silent reduction efforts across portfolio

2000's

- Research efforts on sodium receptors with leading researchers
- Gravity-fed point-of-sale shelving system reinvented the soup aisle and helped people to more easily identify and purchase reduced sodium products
- Identified lower sodium natural sea salt and began to incorporate into product recipes

2006

- Announced new 25% Less Sodium versions of top-selling soups: Chicken Noodle; Tomato; Cream of Mushroom
- Expanded *Healthy Request*® product lines to include reduced sodium versions of top ready-to-serve soups
- Reduced sodium in *Campbell's*® condensed kids soups by 20 percent to 650 mg/serving
- Reduced sodium in original *V8*® 100% vegetable juice by 19 percent to 480 mg/serving

2007

- Launched *Prego*<sup>®</sup> *Heart Smart* Italian sauces at “healthy” sodium levels (480 mg/serving)
- Reduced sodium in top two *SpaghettiOs*<sup>®</sup> varieties by 25 percent
- Introduced *Healthy Request* soups in microwavable bowls; 25 percent Less sodium varieties of *Campbell's*<sup>®</sup> *Soup at Hand*<sup>®</sup>

2008

- Announced reformulation of 45 *Campbell's Select* soups to become *Campbell's Select Harvest*<sup>®</sup> at “healthy” sodium levels (480 mg/serving)
- Further reduced sodium in all *Campbell's* condensed kids soups to 480 mg/serving
- Reduced sodium in eight varieties of *Pepperidge Farm*<sup>®</sup> breads by 25 percent
- Expanded line of *Prego Heart Smart* Italian sauces and further reduced sodium to 360 mg/serving while reducing sodium in the entire original *Prego* line to 480 mg/serving

2009

- Announced 32 percent sodium reduction in *Campbell's* Tomato soup (second top selling soup in the portfolio) to 480 mg/serving
- Further reduced sodium in all 25 *Healthy Request* soups by 15 percent to 410 mg/serving
- Reduced sodium in eight additional varieties of *Pepperidge Farm* breads by 25 percent, offering a total of 22 varieties of sliced bread that are at least 25 percent lower in sodium than regular breads, rolls and bagels\*
- Further reduced sodium in original V8 100% vegetable juice to 420 mg/serving; Reduced sodium in the original V8 Spicy Hot by 32 percent to 480 mg/serving
- Further reduced sodium in *Campbell's SpaghettiO's* pasta by 35 percent to meet the criteria for “healthy” main dishes (600 mg of sodium or less per serving)

2010

- Announced sodium reduction in more than 20 *Campbell's* condensed soups by up to 45 percent
- Introduced V8 Spicy Hot Low Sodium with sodium level at 140 mg/serving

2011

- Expanded the number of *Pepperidge Farm* reduced sodium breads to 83 percent (71 varieties) that are at least 25 percent lower in sodium than regular breads, rolls and bagels
- In response to consumer feedback, improved the taste of 31 *Select Harvest* soups, with enhanced recipes that include a variety of flavors and seasonings, including increased salt
- Also improved the taste of four *Campbell's* condensed soups that had been reduced in sodium to help better meet consumers' expectations on taste; most of these soups are now back to their previous recipes and sodium levels
- This fall, Campbell is launching eight new varieties of its popular *Healthy Request* soups, increasing the line from 25 to 33 varieties; all *Healthy Request* soups meet the government criteria for healthy foods and qualify to display the AHA heart-check mark on the package

### About Campbell Soup Company

Campbell Soup Company is a global manufacturer and marketer of high-quality foods and simple meals, including soup and sauces, baked snacks, and healthy beverages. Founded in 1869, the company has a portfolio of market-leading brands, including “Campbell's,” “Pepperidge Farm,” “Arnott's,” and “V8.” Through its corporate social responsibility program, the company strives to make a positive impact in the workplace, in the marketplace and in the communities in which it operates. Campbell is a member of the Standard & Poor's 500 and the Dow Jones Sustainability Indexes. For more information, visit [www.campbellsoup.com](http://www.campbellsoup.com).

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\* Comparison to USDA averages for regular breads, rolls and bagels from the USDA National Nutrient Database for Standard Reference, Release 22, 50 g RACC serving

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