



To celebrate the 50th anniversary of Andy Warhol's iconic artwork, "32 *Campbell's Soup Cans*," Campbell is releasing limited-edition cans of *Campbell's* Tomato soup with labels derived from original Warhol artwork.

For his first major exhibition in 1962, Andy Warhol painted his famous *Campbell's* cans. The silk-screen paintings played a pivotal role in the emergence of the pop-art genre.

The inspiration? Warhol was known to eat *Campbell's* Tomato soup every day for lunch for much of his life.

For the past 50 years, Campbell has been closely linked to the pop-art movement thanks to Warhol's inspired works. This year, Campbell will celebrate this intrinsic connection with four colorful label designs to honor the revolutionary artist.



SRP: \$0.75 for a 10.75-ounce can

Available at **most Target locations nationwide** in September 2012

For more *Campbell's* Condensed soup options, visit <http://www.campbellsoup.com/Products/Condensed/>

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