



## FOR IMMEDIATE RELEASE

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**CAMPBELL CELEBRATES ANDY WARHOL AND 50 YEARS  
OF POP CULTURE HISTORY**  
*Limited-Edition Cans Commemorate 50<sup>th</sup> Anniversary of Warhol's  
Famed Campbell's<sup>®</sup> Soup Paintings*

**CAMDEN, N.J., Aug. 29, 2012** – To celebrate the 50<sup>th</sup> anniversary of Andy Warhol's 1962 famed work, *32 Campbell's Soup Cans*, **Campbell Soup Company (NYSE:CPB)** is introducing limited-edition cans of Campbell's<sup>®</sup> Condensed Tomato soup with labels derived from original Warhol artwork. The four specially-designed labels reflect Warhol's pop-art style and use vibrant, eye-catching color combinations like orange and blue, and pink and teal.

When asked why he painted *Campbell's* soup cans, Warhol famously quipped, "I used to have the same [*Campbell's* soup] lunch every day for twenty years<sup>1</sup>." For his first solo gallery exhibition held in Los Angeles in 1962, Warhol exhibited his famous paintings of *Campbell's* soup – *32 Campbell's Soup Cans*. Each of the thirty-two canvases depicted one variety of soup and was displayed side-by-side like cans of soup on a grocery store shelf. The painting helped launch Warhol's career and ushered in Pop Art as a major art movement in the United States.

"*Campbell's* Condensed soup is an iconic brand. And thanks to Andy Warhol's inspired paintings, *Campbell's* soup will always be linked to the Pop Art movement," said Ed Carolan, Vice President & General Manager, Campbell North America. "This Fall, to honor the golden anniversary of his first gallery exhibit, we'll celebrate Warhol and soup by releasing limited-edition *Campbell's* Tomato soup cans and making Andy's art available in the soup aisle of grocery stores."

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<sup>1</sup> [http://www.moma.org/collection/object.php?object\\_id=79809](http://www.moma.org/collection/object.php?object_id=79809)

“In 1962, Andy Warhol changed the trajectory of contemporary art by depicting Campbell soup cans on canvas,” said Michael Hermann, Director of Licensing at The Andy Warhol Foundation. “It is only fitting that fifty years later we celebrate the enduring legacy of these two American icons by coming full circle and bringing his art back to the Campbell soup cans that provided him with inspiration.”

The limited-edition cans were produced under license from The Andy Warhol Foundation, a not-for-profit corporation that promotes the visual arts. Beginning Sunday, Sept. 2, the cans will be exclusively available at most Target locations nationwide for \$.75 per 10.75-ounce can, while supplies last.

### **Campbell Soup Company and Andy Warhol**

While Campbell did not commission Warhol to paint the original soup cans, the company is proud to be associated with his work and currently displays an original Warhol painting at its headquarters in Camden, N.J. When the Campbell brand was featured in Warhol’s artwork starting in 1962, then President and CEO, William Beverly Murphy, indicated that he had some initial concern. The company took a “wait and see” approach and quickly became a supporter of Warhol’s work – sending him cases of *Campbell’s* Condensed Tomato soup, commissioning two paintings and establishing the Andy Warhol Scholarship Fund with the New York Art Academy.

Most recently, Campbell partnered with The Metropolitan Museum of Art in New York as a sponsor of the education and concerts and lectures programs associated with the exhibition *Regarding Warhol: Sixty Artists, Fifty Years* ([www.metmuseum.org/warhol](http://www.metmuseum.org/warhol)), which opens on Tuesday, Sept. 18.

### **15 Minutes of Fame in The Digital Age**

Warhol is often quoted for his bold statement, “In the future, everybody will be world-famous for 15 minutes.” Campbell is giving people the opportunity to realize their own “15 Minutes of Fame” by transforming their photo on Facebook into a Warhol-inspired work of art to share with friends. A few lucky fans’ photos will be featured as the cover photo on the *Campbell’s* Condensed Facebook page.

Visit <http://artofsoup.com> to find the “Pop Art Portrait” photo application as well as other Warhol-inspired games and activities.

## **An American Classic Since 1897**

*Campbell's* Tomato soup, in the iconic red and white labeled can, was the first soup created by Campbell Soup Company. First introduced 115 years ago, *Campbell's* Tomato soup continues to be enjoyed by more than 25 million people each week.

For more information about *Campbell's* Tomato soup, including innovative, culinary-focused varieties like Harvest Orange Tomato and Sun-Ripened Yellow Tomato, visit [www.CampbellSoup.com](http://www.CampbellSoup.com).

## **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” “Bolthouse Farms” 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

<http://www.campbellsoup.com>.

## **About The Andy Warhol Foundation for the Visual Arts, Inc.**

As the preeminent American artist of the 20th Century, Andy Warhol challenged the world to see art differently. Since its founding in 1987 in accordance with Andy Warhol's will, the foundation has established itself as among the leading funders of contemporary art in the United States having distributed nearly \$250,000,000 in grants. The foundation's ongoing efforts to protect and enhance its founder's creative legacy ensure that Warhol's inventive, open-minded spirit will have a profound impact on the visual arts for generations to come. For more information please visit [www.warholfoundation.org](http://www.warholfoundation.org).

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