



**THE**  
*Campbell's*  
**COMPANY**

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Introducing our new  
company name!

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High 5s

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New products hitting store  
shelves



# Our company and brand founders through the years

Our company was founded in 1869 by fruit and vegetable vendor Joseph Campbell and commercial canner Abraham Anderson. Business expanded from canning vegetables to making a variety of products including soup. Dr. John T. Dorrance joined the company in 1897 and changed our trajectory with his invention of condensed soup. It rapidly grew in popularity, selling over 16 million cans by 1904 and achieving national distribution by 1911. By 1922, condensed soup had become so popular that Dorrance let go of the other products and changed the company's name to Campbell Soup Company.

Over the next 100 years, we expanded our business into other meals, beverages and snacks with the acquisitions of brands such as V8, Pace, Pepperidge Farm, Snyder's of Hanover, Lance, and most recently, Rao's and Michael Angelo's.

It's Official: On November 19, shareholders overwhelmingly approved the name change to The Campbell's Company! This subtle yet important change allows us to retain the iconic name recognition, trusted reputation, and equity we have built over 155 years while reflecting the full breadth of our portfolio—the best in all of food.

"Our new company name celebrates soup and respects our heritage but showcases who we are today," said CEO Mark Clouse. "The Campbell's Company has never been more prepared to deliver top-tier performance and be the best, most dependable and most capable company in all food."



1869

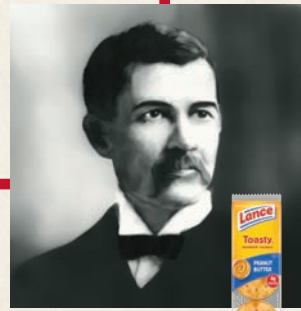


1909

Harry V. Warehime founded Snyder's of Hanover

1915

JOSEPH CAMPBELL COMPANY  
CAMDEN · N · J · U · S · A ·



1913

Philip L. Lance founded Lance



1937

Margaret Rudkin elevated the quality of baked goods with Pepperidge Farm



1933

William Gilbert Peacock founded V8



1929

Campbell Soup Company  
LOOK FOR THE RED-AND-WHITE LABEL



2010



2005



2003

Nicole Bernard Dawes founded Late July



1996

Campbell Soup Company



1992

Frank Pellegrino Sr. changed how we think about jarred pasta sauce with Rao's

1980

Steve Bernard founded Cape Cod



1947

David Pace founded Pace



Campbell Soup Company

1959

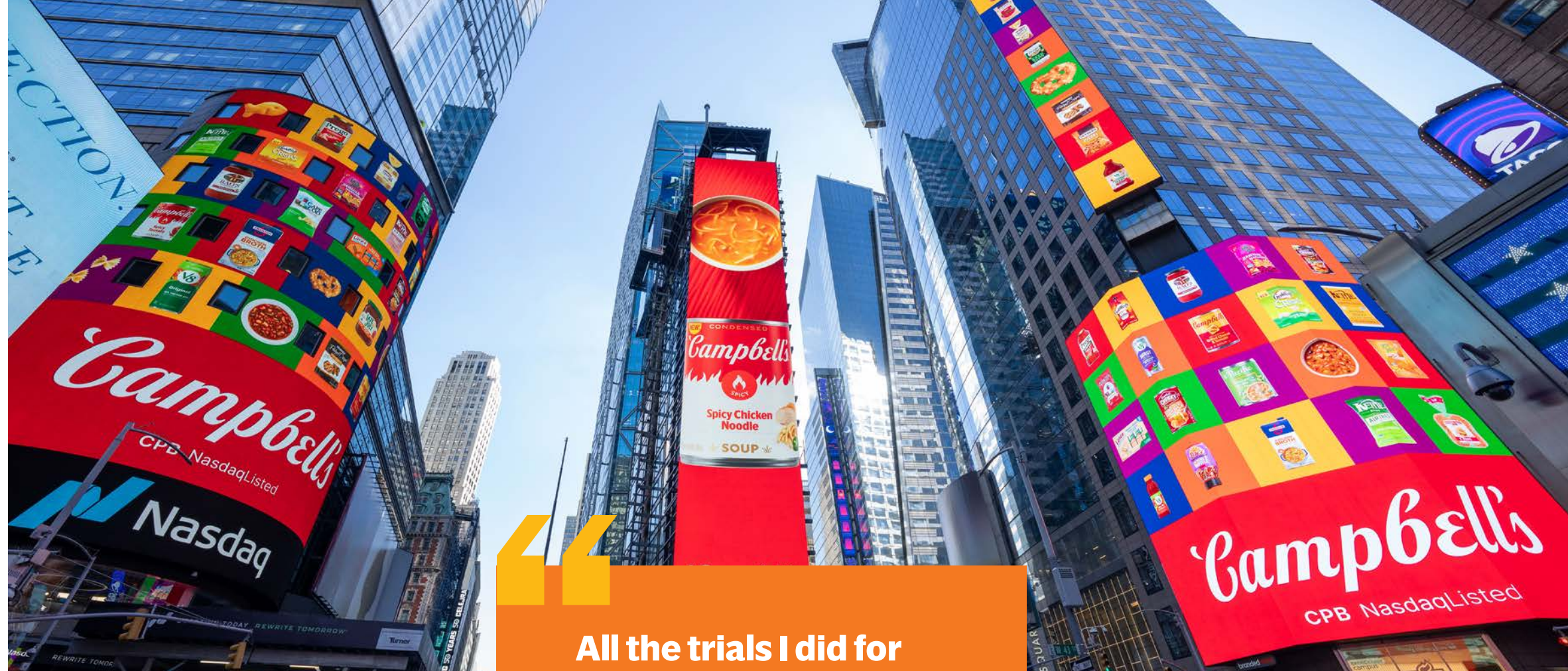


1978

Cameron Healy founded Kettle

2024  
THE  
Campbell's  
COMPANY





## Launching our next chapter of growth at Investor Day

Campbell's went public on the the New York Stock Exchange in 1954. Seventy years later, Campbell's transferred its stock exchange listing to the Nasdaq Global Select Market (Nasdaq) on Aug. 16. Transferring to Nasdaq signals our continued aspiration for growth and transformation, as well as our strong positioning for long-term success in a dynamic market environment.

A few weeks later, we held our Fiscal 2025 Investor Day at the Nasdaq Marketsite on Sept. 10. We shared with investors how we're going to set the standard for performance in the food industry and laid out the next chapter of our growth plans including a new long-term growth algorithm to increase shareholder value and cost savings.

Along with sampling tasty innovations, we rang the closing bell to commemorate the day. Employees from our fiscal 2023 Plants of the Year, Napoleon, Franklin and Ashland, joined the bell ringing ceremony, too.

"The whole experience was a once in a lifetime honor. It was awesome to celebrate this important milestone for the company with my fellow co-workers and our consumers via live tv," said **Theresa Pratt**, Operational Excellence Manager at Napoleon.

"All the trials I did for *Goldfish Crisps* as we got it running

All the trials I did for *Goldfish Crisps* at the plant and to get to see it on the large screen in Times Square in New York City. It felt incredible!

- Teresa Figueroa

at the plant and to get to see it highlighted on the large screen in Times Square in New York City. It felt incredible," said **Teresa Figueroa**, Packaging Machine Operator – Salty at Franklin.

**Rich Ruthenberg**, Human Resources Manager at Franklin agreed. "It reminded me that what we do here at Franklin is part of the overall goals of the company and how important every employee is to what we do."



Learn more about Investor Day over on our website, including behind the scenes videos of the day!



From left to right, Franklin HR Manager **Rich Ruthenberg**, Napoleon Plant Service Lead Coordinator **Tony Weis**, Chief Enterprise Transformation Officer **Dan Poland**, Napoleon Operational Excellence Manager **Theresa Pratt**, Ashland Associate Human Resources Generalist **Abby Medina**, Franklin Packaging Machine Operator – Salty **Teresa Figueroa**, and Ashland Packaging Machine Operator **Crystal Turner**.

## OUR STRATEGY

Our mission will **Set the Standard** for performance in the food industry. The strategy is built around five areas that position us to achieve best-in-class performance.



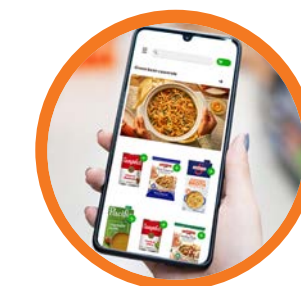
Top Team



Best Portfolio



Top-Tier Performance



Winning Execution



Lasting Impact





Justin Federico, left, and Jon Chambers gather their donations.



Rubi Orbe, left, gathers donations with Mary Beth Scott from Lakeland Electric.

## Care and collaboration during hurricane season

Story submitted by Janice Blakeney

In late September, Hurricane Helene left a path of destruction across 10 states and impacted thousands of lives. Not long after, Hurricane Milton made landfall on the west coast of Florida. While our manufacturing facilities and warehouses faced flooding and minor damage, our team acted swiftly to resume operations and support local relief efforts.

Team Charlotte assembled a large donation of 18 double-stacked pallets of Lance Variety Pack Crackers. Logistics Manager **Justin Federico** and CDL Driver **Jon Chambers** brought the donations to the drop-off location and the next day the crackers were distributed to many of the hardest hit cities in the western part of the state. “Our plant has always been focused on giving back to the community,” said Justin admiring the team’s care and collaboration.

Team Lakeland, Fla. donated a variety of Campbell’s products including *Pepperidge Farm* Swirl Bread, cookies and V8 energy drinks to keep first responders fueled. “In times like these, it’s crucial that we come together as a community to withstand whatever comes our way,” said HR Manager **Rubi Orbe**.

In addition to local efforts, Campbell’s donated to the American Red Cross and Feeding America and provided a monetary and food donation to Convoy of Hope, whose efforts are focused on transporting product and other resources directly to frontline aid organizations.

“It feels good to work for a company that truly delivers when the community is in need,” said Justin. “Campbell’s cares!”



## Campbell’s new marketing partnership

In October, we announced a new partnership with Harris Blitzer Sports & Entertainment (HBSE)— owners of the Philadelphia 76ers (NBA), New Jersey Devils (NHL), Prudential Center in Newark, N.J., the Washington Commanders (NFL), and Joe Gibbs Racing (NASCAR).

This multi-year partnership will allow our brands to connect and engage with fans through unique activations and authentic offerings. This relationship will help us activate our portfolio across some of the most high-profile franchises in sports. We will be able to showcase our brands in some of the nation’s top media markets. Social and digital content series, in-arena signage and activations, philanthropic collaborations shopper/ in-store marketing opportunities, and more!



## Snacking and saving

In September, 160 sheep showed up for work at the Hanover, Pa. plant. The day’s assignment: graze the solar field’s grass.

Facilities Manager **Jason Duvall** came up with the idea when he saw the lawn mowing crew struggling to maneuver their equipment around the solar panels. “I originally thought about goats but was told they would chew through the wiring,” he said. Sheep only eat grass and weeds, so they are perfect for the job.

The sheep will be brought from their nearby farm four times a year for two-week periods. Along with saving \$8,000, this initiative helps our sustainability objectives, cutting emissions equivalent to over 400 hours of mowing each year.

## It’s time to make history with Project Helios!



Driving Efficiency



Improving Processes



Enhancing your Experience

Our current time keeping system, UKG’s Kronos Workforce Central, is retiring at the end of 2025. We’re taking this opportunity to transform our technology to enhance your experience, standardize processes and drive efficiencies across the network.

### Benefits to you:

- **Added convenience:** The new technology will eliminate manual processes and workarounds and make timekeeping, scheduling, and similar processes more convenient.
- **Better work-life balance:** More flexible paid time off benefits, including personal holidays and paid sick time (at impacted sites) which will allow you to prioritize your health, well-being, and family.
- **More money:** We are introducing the Warehouse Incentive Program (WIP) and the maximum annual Manufacturing Incentive Program (MIP) bonus payout will increase to \$1,000.

### Benefits to the company:

- **Top talent:** Competitive benefits and upgraded technology helps attract and retain top talent.
- **Data-driven insights:** Enhanced reporting and real time data enables supervisors to make insightful decisions which boosts productivity.
- **Delivers on the promise of our One Supply Chain:** Improves processes and standardizes policies across all sites which makes our Supply Chain more efficient and effective.

Project Helios will be implemented across the network in three waves in 2025. Stay tuned for more information in the new year!



# Days of Giving

December 3 - 13

The giving campaign is an important part of our culture and enables each of us to support the causes and organizations we care about in our communities. This year, Community Affairs is excited to announce the return of the payroll deduction form so you can easily set up a one-time or recurring payroll deduction to donate to the nonprofit or community organization of your choosing. Scan the QR code to download the form or talk to your local HR team.



Last year we saw 865 hourly employees participate in the giving campaign. Let’s get to 1,000!



## Celebrating our Supply Chain High 5 Award Winners

In October, the company held its annual High 5 Awards at the Franklin Institute in Philadelphia, Pa. to celebrate the people behind the remarkable achievements from fiscal 2024. Many of the recipients are from our manufacturing locations!



**Safety Champion:**  
**Elaine Danhoff,**  
**Safety Manager,**  
**Willard**

Elaine is described as the heartbeat of Willard safety and has worked at the plant for over 40 years. This past year, Willard significantly

beat safety targets and scored a 95% on their overall Campbell's safety audit. **Pictured above: Cass Green, Elaine Danhoff and Dan Poland.**



**Inclusion & Diversity Champion:**  
**Rosie Contreras,**  
**HR Manager,**  
**Napoleon**

Rosie brings inclusion, diversity and belonging to life at Napoleon. She is deeply committed to ensuring employees feel supported and

has been credited with improving the culture at the facility that helps drive the performance of the plant. **Pictured above: Abreah Hill and Rosie Contreras.**



**Sustainability Champion:**  
**Chris Allen,**  
**Sanitation Manager,**  
**Willard**

Chris leads the Willard Green Team, one of the strongest, site-led, sustainability-focused initiatives in our manufacturing network. This year

Chris helped Willard successfully roll out the Northstar waste program and he is working on a major water conservation project. **Pictured above: Stuart Lindsay, Chris Allen and Charlie Brawley.**



**Community Champion:**  
**Brandi Cross,**  
**HR Generalist,**  
**Maxton**

Under Brandi's direction last year, the plant delivered unprecedented volunteer involvement with more than 500 employees participating

in our annual Days of Service campaign. She is dedicated to her community and finding ways that she can give back and she will always go above and beyond to show up for her people. **Pictured above: Kate Barret, Brandi Cross and Anthony Sanzio.**



**Leadership Champion:**  
**Brad Canterbury,**  
**Senior Director, Site Operations,**  
**Denver.**

Brad is a true servant leader who encourages authenticity and open communication, always acts with integrity, empowers his team and is committed

to continuous improvement. He has managed the adversity of unforeseen electrical issues at the site by working tirelessly with cross-functional teams to find solutions.



**Values Champion:**  
**Rigoberto Guerrero,**  
**Processing Coordinator,**  
**Salem**

Rigoberto played a critical role in the successful launch of our Kettle Air Fried chips last fiscal year. He is extremely knowledgeable about

the plant's operations and collaborates with other sites across the enterprise to share best practices. **Pictured above: Jennifer Nocito and Rigoberto Guerrero.**

## Congratulations to our 2024 Plants and Warehouse of the Year Winners!



**Medium Plant of the Year: Jeffersonville, Indiana**

Jeffersonville makes *Late July* tortilla chips, as well as *Jay's* potato chips and *Tom's* snacks. The plant had an impressive turnaround starting in fiscal 2023 and they continued to rally in fiscal 2024 delivering an exceptional year. The team overdelivered in many areas including safety, ESG, engagement and cost.

**Representing Jeffersonville were Site Operational Excellence Manager Brian Schindler, Site Operations Associate Director Taylor Bell and Plant Controller Manager Jackie Hall.**



**Large Plant of the Year: Willard, Ohio**

The Willard team had a great year, thanks to their strong leadership, focus and commitment. The *Goldfish* Capital of the World continues to be a role model for the network and has set the standard when it comes to performance.

**Representing Willard were Site Engineering Senior Manager Neil Weaver, Health and Safety Manager Elaine Danhoff, Site Operations Associate Vice President Matt O'Malley, Associate Director, Site Operations, Ashland, Kaleb Pugsley, Associate Sanitation Manager Chris Allen, Manufacturing Vice President Coreen Frolish.**



**Jumbo Plant of the Year: Paris, Texas**

Paris delivered year over year scorecard gains across all categories, providing rock-solid stability with their soup operations, while elevating and transforming their sauce capabilities in support of high service levels and key innovations. They stayed focused, elevated their safety program, improved their ESG scores and strengthened their engagement.

**Representing Paris were Site Quality Assurance Associate Director Jeff Leitch, Site Maintenance Associate Director Aaron Cothren and Site Operations Associate Vice President Chance Bankhead.**



**Warehouse of the Year: Napoleon Warehouse**

This team had an exceptional year and set the standard as the best performing warehouse in our network. They outperformed across all their performance and financial KPI's and leaned into creativity, introducing innovations to their ways of working.

**Representing Napoleon Warehouse were Logistics and Enterprise Customer Engagement Vice President Lindsey Enwright, Logistics Vice President Brian Dubak, Logistics Associate Director Gavin Serrao, Site Operational Excellence Associate Manager Alex Buck, and Regional Operational Excellence Manager Terry McDonald.**





## Goldfish production reaches new heights in Richmond

In September, our Richmond, Utah bakery celebrated the completion of Project Finn, launching a new *Goldfish* line to meet increasing consumer demand.

Project Finn's \$160 million investment is one of the company's largest in a single plant. The project included building a state-of-the-art warehouse, an additional oven room, and three new packaging legs to boost efficiency. The new line produces more than 5 million *Goldfish* per hour, or 1,500 *Goldfish* every second, and is part of our strategic plan to increase capacity to the West Coast. Plus, a collaboration with Panhandle Milling established an onsite flour mill, ensuring a steady supply of flour to produce more crackers and cookies.

Richmond employees, local elected officials and media attended the ribbon-cutting ceremony on Sept. 12.



**This strategic investment expands our production, creates jobs, fuels local economic growth and deepens our roots in Cache Valley.**

- Chris Foley

"Our Richmond bakery has been one of the key engines behind *Goldfish*'s success," said Chris Foley, Snacks



President. "This strategic investment expands our production, creates jobs, fuels local economic growth and deepens our roots in Cache Valley."

**Pictured above left to right: Campbell's leadership and Utah officials cut the ribbon to celebrate the new *Goldfish* line.**

**Thomas Dikwa, part of the *Goldfish* processing team, gives a thumbs up as *Goldfish* crackers come out of the oven.**

**Alisa Hanson and Jeniffer Rodriguez, members of the *Goldfish* packaging team, show off 45 count boxes of *Goldfish* crackers.**

## Celebrating milestone anniversaries

### Goodyear celebrates 25 years!

Goodyear first opened its doors in Arizona in 1998 and is known for making several varieties of *Snyder's of Hanover* pretzels and *Snack Factory*. Employees celebrated this summer with a BBQ lunch, live music, dancing and more.



Ta-Tanisha Earley, a member of the Goodyear pretzel packaging team accepts a prize from Site Operations Director Joe Alvarado at the Goodyear anniversary celebration.



Manufacturing VP Jeremy Bowen and Joe Alvarado smile with Robert Bennett, a member of the Goodyear team at the anniversary celebration.



Guadalupe Barela, Celinda Ramos and Maria Aviles, members of the Goodyear packaging team, cheers to 25 years.

### Richmond celebrates 50 years!

The Richmond bakery has been a staple in the community since 1974 and was recently named one of the top employers in Northern Utah by the Cache Valley Daily and Cache Valley Media Group for the third consecutive year. Richmond is famous for making *Goldfish* crackers and delicious *Pepperidge Farm* cookies.



Members of the Richmond team enjoy spending time together over a celebratory meal at the Richmond anniversary event.



Celebrations occurred during every shift on the lawn in front of the Richmond plant.



Tony Hernandez, Ryan Dawson, Bryan Nielsen and Sean Kartchner are all smiles as they celebrate Richmond's 50th anniversary.



# High 5

## Paris celebrates 60 years!

Our Paris, Texas plant opened in 1964 making *Campbell's* soup products. It expanded in 1998 to begin producing *Prego* pasta sauce and *Pace* salsa products, and in 2009, the facility added *V8* juice products to its portfolio. Paris will become the flagship sauce facility focused on producing *Prego* Italian Sauces and *Pace* salsa.



Members of the Paris team gather under the balloon arch to celebrate.



Chance Bankhead, AVP, Site Operations, enjoys the festivities with Ray Butler, Sauce Team Leader.



Camden Fuller, a Filling Sauce Technician, enjoys lunch with his family.

## Downingtown celebrates 75 years!

Our Downingtown, Pa. facility was established in 1953 and, until the Sovos acquisition, was the only plant in our network to make frozen products. Downingtown is famous for producing *Pepperidge Farm* Puff Pastry Turnovers, Texas Toast and Layer Cakes, items that have been popular with consumers for years.



Members of the Downingtown team enjoy conversation and camaraderie.



Kenneth Winkey, part of Downingtown's production team, offered his DJ services for the event!

## Find a leak, get rewarded

Thanks to the High 5 program, sites and employees now have the chance to be rewarded for identifying utility and energy leaks for the maintenance and operations teams to repair.

### The Awards:



#### Monthly "Find It" High 5 of \$25

Awarded to the person with the highest number of identified leaks (min. of 5) at each site.



#### Quarterly "Find It" High 5 of \$100

Awarded to the person with the highest number of identified leaks (min. of 10) in each division.



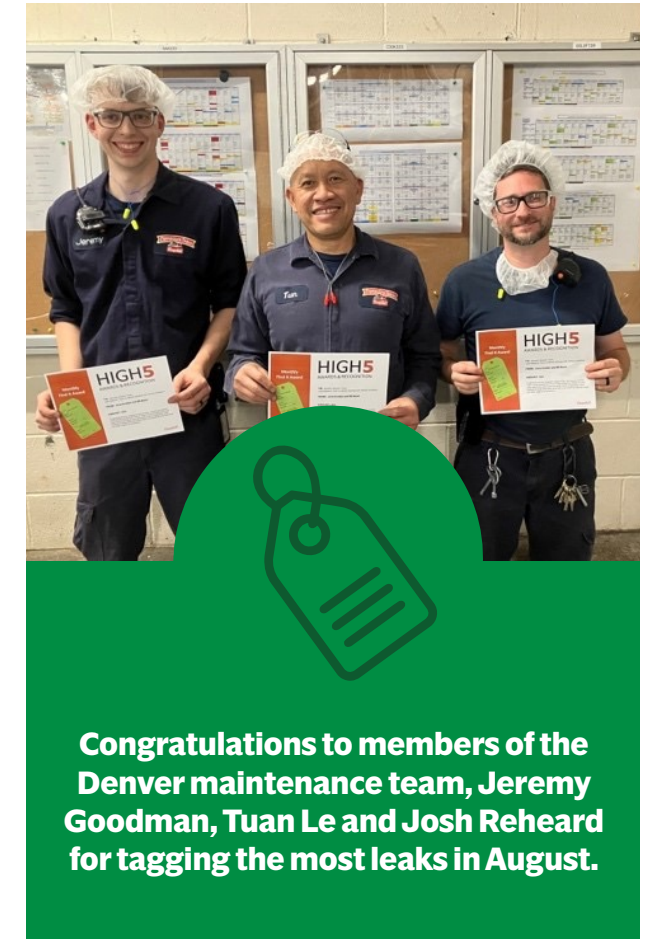
#### Annual Luncheon

The site that finds and fixes the most leaks in the fiscal year will receive a catered lunch.



#### Win an energy efficient appliance

All participating employees entered for a chance to win an energy efficient appliance.



Congratulations to members of the Denver maintenance team, Jeremy Goodman, Tuan Le and Josh Reheard for tagging the most leaks in August.

## Charlotte Team Member Celebrates 50th Work Anniversary!

At the end of September, Rosie (Faye) Kirkpatrick, packaging mechanic at the Charlotte, N.C. plant, celebrated her 50th year with Campbell's! Faye is described by her teammates as an amazing team member who demonstrates commitment, involvement and passion in everything she does. "She truly exemplifies what a CLT team member should be and sets the standard for all of us," said Dennis Herod, plant operations manager.



Supply Chain leaders, Dan Poland, Cass Green, Brendan Washington, and many others thanked and congratulated Faye on this momentous occasion.





## Chilean Sea Bass breaks the internet

Goldfish are so popular among kids, some adults only think of them as a childhood snack. To them, we said, “what if we called them Chilean Sea Bass, instead?” Chilean Sea Bass crackers look just like *Goldfish*, and taste just like *Goldfish*, because they ARE *Goldfish*. Except now they’re called Chilean Sea Bass, which is much more adult. So for one week, starting on Oct. 23, *Goldfish* was officially rebranded as Chilean Sea Bass, as a cheeky reminder to adults that *Goldfish* is still a go-to choice.

*Goldfish* lovers went wild! The crackers made national headlines, went viral on social media and sold-out within two hours of launch making it *Goldfish*’s fastest limited time offer sellout to date. The campaign was a playful nod to grown-up tastes and brilliantly showcased *Goldfish*’s evolution from a children’s snack to a treat for the whole family.

A big high five to the Denver plant for their collaboration, creativity and care during the campaign!



## Rao’s elevates the frozen aisle with pizza

You’ve heard of the sauce, but did you know that in 2022, Rao’s extended into the frozen pizza category? Rao’s Made for Home Brick Oven Crust Frozen Pizza rivals homemade, and comes in six delicious varieties: Five Cheese, Pepperoni, Fire Roasted Vegetable, Meat Trio, Supreme, and Italian Sausage Arrabbiata. This innovation stays true to the roots of the Rao’s brand and lands with consumers looking for elevated and easy at-home dining experiences.

You can find Rao’s Made for Home Pizza in grocery stores nationally.



## Celebrating the Shared Love of Side Dishes

As we celebrate the third year of Campbell’s State of the Sides Report, it’s clear that side dishes are the cornerstone of holiday meals and memories — and Campbell’s soup is an essential ingredient in creating these beloved dishes.

More than **55% would rather pile their plates with side dishes** than the turkey itself, reaffirming that sides are the true star of the meal.

**60% find more joy in cooking the sides than preparing the bird.** Sides are where creativity shines, making them the heart of the holiday kitchen.

Nearly **45% crave more creamy, comforting flavors.** Campbell’s condensed soups are the trusted base for many of these rich, flavorful dishes.

→ Find out more at [SidesSeason.com](https://www.SidesSeason.com)



## Pretzelface takes center court

Did you catch sight of a mysterious figure donning a pretzel mask, dropping off bags of Snyder’s of Hanover pretzels and eerie notes on doorsteps this Halloween?

Say hello to Pretzelface, the exciting new urban legend from Snyder’s of Hanover. Drawing inspiration from classic horror tales, Pretzelface invited everyone to pair their favorite Snyder’s pretzels with Halloween candy for a sweet and salty treat.

The campaign didn’t just stop there; it dominated screens across Disney+, Hulu, YouTube, and social media with captivating content. Pretzelface even embarked on a tour of Philadelphia, making an appearance at Wells Fargo Center to prank the Philadelphia 76ers and sit courtside at a game!



## V8 and Grillo’s Pickles create the perfect mixer

Pickle lovers: this one’s for you. V8 has teamed up with Grillo’s Pickles for an incredible flavor combination, the V8 Grillo’s Pickles Dill Pickle Bloody Mary.

Grillo’s Pickles started in 2008, selling pickles out of a wooden cart in downtown Boston. Made with simple, garden-fresh ingredients, they gained popularity quickly among younger generations. This new collaboration combines savory V8 with the bite and garlickiness of Grillo’s Pickles, creating the perfect mixer.

You can find V8 x Grillo’s Pickles Dill Pickle Bloody Mary in stores and online now.



## ‘Tis the season for Pepperidge Farm

Pepperidge Farm is elevating holiday baking with the introduction of the new Thin & Crispy Peppermint Cocoa cookie, adding a festive touch to their holiday lineup.

Joining the celebrated line of beverage-inspired cookies, this new cookie offers a delightful blend of rich chocolate and crisp peppermint, flavors that are synonymous with the holiday season.

And what better way to enjoy one of the season’s most delicious cookies than in limited-edition cookie jars designed exclusively for Pepperidge Farm by fashion designer, Rachel Antonoff. Available in four unique designs, these custom ceramic cookie jars are inspired by the brand’s iconic cookie bags and feature playful nods to our treasured Pepperidge Farm holiday cookies.

Sure to be a holiday staple, both the cookies and cookie jars are available for a limited time.



The Campbell's Company  
 1 Campbell Place  
 Camden, NJ 08103

## OpEx in action

Operational Excellence (OpEx), Campbell's approach to creating a world-class supply chain, is in full swing.



Scan the QR code to watch how OpEx is setting the standard and be entered for a chance to win a Campbell's soup or Goldfish hat!



## From the archives



*The Optimist*, "A Periodical of Cheer, published monthly by The Joseph Campbell Company, Camden, New Jersey," was our company's first printed newsletter. Edited by Walter Stratton Wheeler, it ran from 1912 to 1936. Each issue included a mix of sales figures, new product advertisements, crop outlooks and employee stories all within a small 4 inch by 6 inch booklet!

