



Campbell's lower sodium soups stir interest with leading health professional groups

Blood Pressure Canada awards Campbell with Certificate of Excellence for leadership in sodium reduction; now over 40 products carry the Health Check™ symbol

Toronto, ON (Wednesday, October 31, 2007) – Campbell Company of Canada was recently recognized by Blood Pressure Canada at its annual general meeting, with the Blood Pressure Canada Certificate of Excellence, awarded to commend Campbell for the company's continuing sodium reduction efforts and industry leadership.

"The 'Certificate of Excellence' is the first presented to a food manufacturer and recognizes the important leadership role Campbell Company of Canada is playing in the food sector in producing and promoting lower sodium products," said Dr. Norm Campbell, President of Blood Pressure Canada. "This leadership is important because high sodium intake is strongly associated with elevated blood pressure and Canadians need lower sodium food choices to help them achieve healthy blood pressures."

Now with more than 40 *Campbell's*® soups carrying the Health Check™ symbol, and recognition from Blood Pressure Canada, Canadians will find it a little easier to make a healthier food choice. Campbell Company of Canada uses specialized blending techniques, flavouring with stocks, broths, herbs and spices, and adding a natural, lower sodium sea salt to its soups to decrease sodium levels while maintaining great taste – all to help Canadians who are trying to eat better.

"We are extremely proud that our sodium reduction accomplishments to date are being recognized by health professionals. We know there is still more work to be done and we are hopeful our leadership will inspire industry changes," says Philip Donne, president of Campbell Company of Canada. "We believe that as Canadians are more aware of the changes Campbell has been making, and once they enjoy our products with less sodium, they will be confident choosing *Campbell's*® more often."



Product Innovation with Lower Sodium

The recent recognition from Blood Pressure Canada further inspires Campbell nutrition and culinary experts to make delicious soup innovations with lower sodium. This focus is not new. In fact, in the past five years all *Campbell's*® canned soups have undergone some gradual sodium reduction, including *Healthy Request*® soups which are now at 480mg of sodium per 250 mL serving.

The recipes for all Campbell soup innovations now begin with lower sodium levels. The recipe for one the newest lines of soups, made just for children, has the lowest sodium level of any condensed soup in Canada, with the added benefit of whole grain pasta.

Over 40 Campbell's® Soups Carry the Health Check Symbol

Starting January, 2007, Campbell proudly joined the Heart and Stroke Foundation's Health Check program. The more than 40 *Campbell's*® soups that carry the Health Check symbol, including the ever popular icon *Campbell's*® Tomato soup, represent a breakthrough in the company's ongoing focus to reduce sodium. While sodium is an important consideration, Campbell reinforces a total diet approach consistent with Canada's Food Guide.

In addition to the products participating in the Health Check program, Campbell also recently introduced a new line of *Campbell's*® Low Sodium soups, specially formulated for people on sodium-restricted diets. The specialty products are available in Tomato and Chicken Noodle, with just 35 mg - 50 mg of sodium per 198 mL serving.

All *Campbell's*® soups are made with no artificial colours or flavours and over 40 provide a full serving of vegetables. Many soups are also less than 100 calories, low in fat and a source of fibre, per 250 mL serving. Visit www.campbellsoup.ca for more detailed nutrition profiles and a listing of all Campbell products that have earned the Health Check symbol.



Canadians Rediscover Reasons to Love Campbell Soup

Canadians have always loved a warm bowl of soup, and are now rediscovering soup as a convenient and healthy choice. In an effort to remind people about the nourishing benefits of soup, and the Health Check program, representatives from Campbell have been traveling the country and meeting with Canadians to better understand their connection with soup and their reaction to the company's sodium reduction efforts to date. Real reactions from families will be shared in a series of communication efforts over the next few months, including television commercials featuring real Canadian families.

About Campbell Company of Canada

Headquartered in Toronto, Ontario, Campbell Company of Canada employs approximately 1,500 people across the country and is committed to providing Canadians with convenient, tasty and nourishing food choices. Campbell Company of Canada is a subsidiary of Campbell Soup Company, based in Camden, New Jersey. In Canada, Campbell operates two food-manufacturing facilities: a Toronto, Ontario-based heat processed soup plant; and a Listowel, Ontario-based frozen, foodservice and specialty food plant.

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