



## FOR IMMEDIATE RELEASE

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## CAMPBELL PARTNERS WITH WORLD-RENOWNED CHEF TO DEVELOP NEW *WOLFGANG PUCK*<sup>®</sup> ITALIAN SAUCES

Camden, NJ (Oct. 4, 2011) – Campbell Soup Company (NYSE: CPB) today announced the introduction of four unique Italian sauces under the *Wolfgang Puck* brand. Each of the new sauces is inspired by Chef Puck's love of Italian cuisine and based upon those served at his most popular restaurants.

The *Wolfgang Puck* Italian sauces, which represent four of the nearly three dozen new products Campbell is introducing this fall, showcase Chef Puck's signature touch and enable people to bring his culinary expertise into their own kitchens.

"Great Italian food is all about great ingredients. It doesn't have to be complicated – just delicious," said Chef Puck. "My sauces are equally flavorful in a simple pasta dish or as an ingredient in a gourmet recipe."

The new *Wolfgang Puck* Italian sauces are available in four varieties:

- **Arrabbiata:** Spicy marinara and roasted red pepper combine for a distinctive sauce with real kick.
- **Creamy Vodka:** A combination of tomatoes and fresh cream is finished with a splash of vodka.
- **Four Cheese:** Parmigiano, Ricotta and Asiago cheeses are combined with tomatoes, fresh garlic and cracked black pepper, then finished off with Mascarpone cheese for a sweet and unexpected creaminess.
- **Tomato Basil:** A blend of tomatoes, garlic and sweet basil makes this sauce a great way to bring classic Italian dishes to the next level.

Each variety was developed using many of the same ingredients that Chef Puck uses in his restaurants, including distinctive blends of herbs and spices and some of the finest cheeses. The result is four unforgettable sauces that bring Chef Puck's restaurant quality flavors home to make an everyday dinner extraordinary.

"Partnering with Chef Puck has enabled us to offer an exciting lineup of sauces, which deliver gourmet quality and taste people associate with the *Wolfgang Puck* experience, at a value that we know many consumers are looking for," says Michael Barkley, Campbell's VP-Cooking.

**Wolfgang Puck** Italian sauces, which will be priced at \$2.79 (SRP), are packaged in a distinctive 16 oz. jar, making them the perfect size for a restaurant-inspired dinner at home. The four varieties will be available at major grocery retailers nationwide.

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#### **About *Wolfgang Puck* Italian Sauces:**

**Wolfgang Puck** Italian Sauces are premium, restaurant-quality products that allow consumers to bring Chef Wolfgang Puck's signature taste into their own homes. With 100% natural, distinctive varieties including Tomato Basil, Four Cheese, Creamy Vodka and Arrabbiata, **Wolfgang Puck** Italian Sauces offer a range of flavors for those who desire a unique dining experience. **Wolfgang Puck** Italian Sauces join a highly selective list of products developed to Chef Puck's high standards, including estate grown coffee; culinary iced coffee; soups, stocks and broths; gourmet frozen pizzas and cookware and small kitchen appliances. All products reflect Chef Puck's commitment to quality ingredients, simple pleasures and focus on family and friends. For more information, visit <http://www.wolfgangpuck.com/Italian-Sauces>.

#### **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).