

Campbell's

**L005 Marketing Details Page
FAQs**

**Version 1.5
<04.30.20>**

L005 FAQs

Copy Deck Key:

Light Grey – Page Layout Details. Not visible on live web page.
Light Orange – Page Meta Data. Not visible on live web page.
Light Green – Indicates the start of a new component or section of content on the page. Not visible on live web page.
Light Blue – This content will be visible on the live web page.
White – Guidance/direction for copy that will be visible on live web page.

Page Information

This describes the purpose of this style of page layout and does not directly pertain to the Lead-Free Solutions Content.

Page ID:	3.0
Page URL:	https://www.campbells.com/faqs/
Layout:	L005
Purpose/Goal of Page:	At-a-glance answers to customers most common questions
Rationale:	Limit calls to call center and use site data to support customer inquiries
Calls to Action:	Visit, Learn More
Link to Layout Creative on Box:	<Digitas to insert>
Link to Image Matrix on Box:	<Digitas to insert>
Status / Notes:	Requires client discussion and SEO inputs

Metadata

The purpose of this information is to inform Google about the type of content that will live on this page for SEO purposes. It will not be visible on the live web page.

Page Key Words	Campbells ingredients (1,000) campbells products (320)	
Page Title	Frequently Asked Questions Campbells	17
Page Description	Find answers to the most frequently asked questions about Campbell products, Campbell's ingredients, or contact us to find out more.	131

C001 - Hero

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Feature Type	Copy/Assets	Specs
C001 Headline copy	FAQs	<rec char count: 24>
Body copy	Find answers to frequently asked questions about our line-up of Campbell's® soups and Campbell Soup Company.	<rec char count: 55> Hyperlink to destination: <Spark to complete>
Background image	<Digitas to find/locate image> [description of image]	<Digitas to insert video or image aspect ratio (from component guide), and link to image asset (from stock photography house or from existing image library)> Ex: [Link to stock photography house where image is located] ALT Text for this image <Spark to complete>

General Information ^

How can I get coupons?

Thank you for your interest in our products! You can often find discount offers for Campbell products in your local newspaper, in magazines, on product labels, and at your grocery store.

Was this helpful?  

Not what you are looking for? [Contact Us](#)

Do I need to add water to eat this soup?

Where is Campbell's Well Yes! made?

How do you make your soup?

Does Campbell have any e-newsletters for consumers?

Nutrition v

Feature Type	Copy/Assets	Specs
F014 SECTION HEADLINE 1	General Information	<rec char count: 30>
F014 FAQ question 1-1	Where can I find my favorite <i>Campbell's</i> product?	<rec char count: 60>
F014 FAQ answer 1-1	It's easy to find your favorite <i>Campbell's</i> product! Just visit our Where to Buy page, select your product, and enter your zip code to find a store in your local area. You'll see a list of stores that have carried the product within the past 30 days. If you can't find a product in your area, please check back again, as our Locator is frequently updated. You may also want to talk to your local store manager to request that the store carry the item.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 1-2	Do you sell any of your products on-line or direct to consumers?	<rec char count: 60>
F014 FAQ answer 1-2	<i>Campbell's</i> does not sell directly to consumers, but many of our products are available through online retailers. In addition, you may be able to purchase our products in bulk from any store that normally carries our products. We suggest contacting your local store manager for more information.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 1-3	Where can I find recipes using <i>Campbell's</i> products?	<rec char count: 60>
F014 FAQ answer 1-3	It's easy! Visit Campbell's recipes to search for and exchange recipes, set up your own personal recipe box, and even sign up for our	<rec char count: 240>

	daily or weekly Meal-Mail® program and have recipes delivered directly to your email inbox.	Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 1-4	How can I get coupons?	<rec char count: 60>
F014 FAQ answer 1-4	We're constantly looking for ways to share great offers and sales on our products for our fans! We frequently provide promotional offers and coupons on our website and social media communities. You can even find great deals on our products in stores near you, or in local newspapers, magazines and on product labels.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 1-5	Where is Campbell's Well Yes!® made?	<rec char count: 60>
F014 FAQ answer 5	All Campbell's Well Yes! soups are produced in the United States in Maxton, N.C., and Napoleon, Ohio.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 1-6	Can I enjoy Well Yes! sipping soups at room temperature?	<rec char count: 60>
F014 FAQ answer 1-6	Our Well Yes! sipping soups are delicious when served hot, but can also be enjoyed on-the-go at room temperature. Three of our varieties (Roasted Red Pepper & Tomato, Harvest Carrot & Ginger, and Tomato & Sweet Basil) are equally enjoyable when served chilled.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 SECTION HEADLINE 2	Ingredients	<rec char count: 30>
F014 FAQ question 2-1	How does Campbell label dairy, casein and whey ingredients?	<rec char count: 60>
F014 FAQ answer 2-1	We follow all government regulations regarding product labeling. When dairy products, including milk, butter, casein, whey and cheese, are present in any quantity, they will always be listed in our product ingredient statement. We recommend that consumers evaluate each product based on its ingredient statement. To prevent possible cross-contact between products, we use an extensive and effective sanitation procedure between processing operations.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 2-2	How does Campbell label the top eight allergens (peanuts, tree nuts, dairy, eggs, fish, wheat, soy and shellfish)?	<rec char count: 60>
F014 FAQ answer 2-2	We follow all government regulations regarding product labeling. When any of these top eight allergens is present in any quantity, it will always be listed in our product ingredient	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>

	statement. We recommend that consumers evaluate each product based on its ingredient statement. To prevent possible cross-contact between products, we use an extensive and effective sanitation procedure between processing operations.	
F014 FAQ question 2-3	Do you have any gluten-free products?	<rec char count: 60>
F014 FAQ answer 2-3	<p>We offer nearly 100 different products across our portfolio that are gluten-free. These include <i>Campbell's</i> Tomato Juice and most of our <i>Pace</i>® salsas, <i>Prego</i>® Italian sauces, <i>Swanson</i>® broths and stocks and <i>V8</i>® juices. We also offer several varieties of our Wolfgang Puck Organic soups. Please check our lists below. Visit often for the most up-to-date gluten-free list. Every ingredient in every product on this list has been verified gluten-free.</p> <ul style="list-style-type: none"> • Campbell US Gluten-Free List • Wolfgang Puck US Gluten-Free List • Wolfgang Puck Canadian Gluten-Free List 	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 2-4	What process do we use to ensure our products are gluten-free?	<rec char count: 60>
F014 FAQ answer 2-4	We have a strict two-step process for validating a product as gluten-free and ensuring that it meets FDA's criteria for the claim. First, we verify all the ingredients are gluten-free, then we analyze the finished product to make sure it is also free from any gluten. Additionally, we test finished products at least once every six months to ensure continued compliance with our gluten-free policy.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 2-5	Is <i>Campbell's</i> Well Yes! gluten-free?	<rec char count: 60>
F014 FAQ answer 2-5	These soups are not gluten-free.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 2-6	Are any of <i>Campbell's</i> soups organic?	<rec char count: 60>
F014 FAQ answer 2-6	<p>These soups are not organic, but they are crafted with care using purposeful ingredients and without artificial colors or flavors.</p> <p>For organic soups, see our offerings from Wolfgang Puck.</p>	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>

F014 FAQ question 2-7	Are any Campbell's soups vegetarian or vegan?	<rec char count: 60>
F014 FAQ answer 2-7	<p>Yes, many of our ready-to-eat soup in cans and sipping soups offer vegetarian and vegan options. Please see the complete list of our vegetarian soups:</p> <p>See All Vegetarian Products (Go to product list page with Vegetarian filter selected)</p> <p>See All Vegan Products (Go to product list page with Vegan filter selected)</p>	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 2-8	Does Campbell offer lower sodium products?	
F014 FAQ answer 2-8	We have developed many delicious products using our expertise to help lower the sodium level. To obtain information about Campbell's extensive variety of reduced sodium options, visit Campbell's Center for Nutrition and Wellness .	
F014 FAQ question 2-9	Do Campbell's Well Yes! soups offer lower sodium varieties?	<rec char count: 60>
F014 FAQ answer 2-9	Our <i>Well Yes!</i> Lightly Salted variety of soups begins with ingredients like sun-ripened veggies, whole grains, and a unique blend of herbs and spices—just with less salt than our regular <i>Campbell's Well Yes!</i> soups. Please see the complete list of our Well Yes! Lightly Salted soups .	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 2-10	Do Campbell's Well Yes! soups contain monosodium glutamate (MSG)?	<rec char count: 60>
F014 FAQ answer 2-10	These soups have no added MSG.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 2-11	Does Campbell use antibiotic-free chickens?	
F014 FAQ answer 2-11	In 2017, we committed to sourcing 100% "No Antibiotic Ever (NAE)" chicken for our diced and canned chicken products in the U.S. and Canada. We have since achieved this goal. This means we don't allow antibiotics to be added to the feed, water or any commercial vaccines used by our chicken suppliers. We use tens of millions of	

	pounds of chicken a year, and we're working with our suppliers to develop a stable, sustainable, supply chain that can continue delivering on this commitment.	
F014 FAQ question 2-12	Does Campbell use cage-free eggs?	
F014 FAQ answer 2-12	We are committed to the humane treatment of animals, and animal welfare is a key part of our vision for a sustainable supply chain. We require our suppliers to implement procedures to prevent the mistreatment of animals, including how they are raised, cared for, transported, and processed. We have begun using cage-free eggs in our products and are working with our suppliers to achieve this goal by 2025.	
F014 FAQ question 2-13	Do Campbell products contain GMOs?	
F014 FAQ answer 2-13	<p>GMO is short for "genetically modified organisms." It is sometimes called genetic engineering or bioengineering and refers to a process where desirable traits or characteristics are introduced into an organism.</p> <p>In America, many farmers who grow canola, corn, soybean and sugar beet choose to use genetically modified seeds and have done so for nearly twenty years because it reduces costs and improves yields. More than 90% of these four crops in America are currently grown using genetically modified seeds. These crops are used to make a wide range of different ingredients that are used in foods we eat every day, ranging from vegetable oils to sugar. We are comfortable using these genetically modified crops because scientists and the FDA, who have been studying genetic engineering for many years, agree that food ingredients made with these methods are safe and aren't different from other ingredients.</p> <p>We know many of you want to know which ingredients we use are derived from these crops. The following list is a comprehensive selection of ingredients that we use that may be derived from crops grown from genetically engineered seeds. These ingredients are NOT used in all products.</p>	
F014 FAQ question 2-14	Do Campbell products contain High Fructose Corn Syrup?	
F014 FAQ answer 2-14	High Fructose Corn Syrup or HFCS is a liquid sweetener. Although we have significantly reduced our use of the ingredient in recent years, we do use high fructose corn syrup when it is right for the	

	<p>recipe, mostly to help deliver a smoother texture than other sugars can provide, or to keep the cost of a product affordable. High fructose corn syrup contains the same number of calories as table sugar and has been widely used in the food industry for more than fifty years.</p> <p>More than 80% of the products we offer for retail sale in the United States do not contain high fructose corn syrup including <i>Campbell's Sauces</i>, <i>Campbell's Homestyle soup</i>, <i>Swanson broth</i>, <i>Prego Italian sauces</i> and <i>Slow Kettle Style soups</i>.</p> <p>Many people have told us they would prefer to avoid HFCS, which is why we will continue to move away from using it in new products we launch and explore opportunities to remove it from certain existing products.</p>	
<p>F014 FAQ question 2-15</p>	<p>Do Campbell products contain monosodium glutamate (MSG)?</p>	
<p>F014 FAQ answer 2-15</p>	<p>Monosodium glutamate (MSG) is the sodium salt of a common amino acid. MSG occurs naturally in many foods, such as tomatoes and cheeses. It has been used safely as a seasoning in cooking for more than 100 years. It adds a savory or umami flavor and when used in conjunction with salt it creates a clean savory taste.</p> <p>MSG is lower in sodium compared with table salt (sodium chloride). It contains only 13% sodium compared to 39% sodium in table salt. This means a small amount of MSG can be used instead of salt to create an appealing savory flavor. This is particularly useful when making great tasting foods which have reduced sodium and fat.</p> <p>For people looking to avoid MSG, we make nearly 600 different product varieties that don't contain added MSG. These include soups, broths, salsas, cooking sauces, canned pastas and others in our Meals & Beverages portfolio and crackers, chips, pretzels, popcorn, nuts, and other savory snacks in our Snacks portfolio.</p>	
<p>F014 FAQ question 2-16</p>	<p>Do you use any artificial flavorings or colors, like red dye 40, in your soups?</p>	
<p>F014 FAQ answer 2-16</p>	<p>We know many people, parents in particular, are keen to avoid artificial flavors and colors. We have been working to remove these ingredients from our products. Over 95% of our food doesn't include such additives. We will continue to shift away from using these ingredients, and expect that by the end of</p>	

	<p>2018, we will have eliminated them from nearly all of our North American products.</p> <p>The red of our sauces comes from tomatoes and vegetables. We use this coloring in a handful of V8 Splash beverages, but are currently working to remove it.</p>	
F014 FAQ question 2-17	How does Campbell use and source palm oil?	
F014 FAQ answer 2-17	<p>We purchase only 100% certified sustainably-sourced palm oil for the food we make and sell under the Campbell portfolios in the U.S. We are continuing to work to source only 100% certified sustainably-sourced palm oil in our recently acquired Snyder’s-Lance portfolio. Our Arnott’s biscuit company in Australia and our Kelsen Danish cookie company in Denmark uses 100% segregated, certified sustainable and traceable palm oil.</p> <p>Both Campbell and our palm oil suppliers are members of the Roundtable on Sustainable Palm Oil (RSPO), a group composed of palm growers, palm oil users, retail food chains and NGOs. The RSPO was created to promote the development and use of sustainable palm oil through supply chain cooperation and an open dialogue with stakeholders. The certification for palm oil will be provided through the Roundtable on Sustainable Palm Oil or equivalent standard. View our sustainable palm oil sourcing guidelines.</p>	
F014 SECTION HEADLINE 3	Packaging	<rec char count: 30>
F014 FAQ question 3-1	Where can I find the “Best Used By” date on the product?	<rec char count: 60>
F014 FAQ answer 3-1	Depending on the product type, the “Best Used By” date is printed on the end of cans and bowls, on the lid and/or neck of the jar or bottle, or at the bottom of the back of the pouch.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 3-2	If my Campbell product is past the “Best Used By” date, can I still use it?	<rec char count: 60>
F014 FAQ answer 3-2	To ensure that our consumers enjoy the best quality product, we print a “Best Used By” date on each container to indicate the expected shelf life of a product. We recommend that the unopened product be used prior to this date to ensure the best flavor, texture and overall quality. Each of our products is prepared and	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>

	<p>packaged to maintain its quality and flavor for a reasonable length of time.</p> <p>However, the shelf life will be shortened if the product is exposed to adverse storage conditions. To maximize the shelf life of the products you purchase, we recommend that you store non-refrigerated items in a cool dry place where temperatures rarely exceed 70° F.</p>	
F014 FAQ question 3-3	How does Campbell support recycling and/or biodegradable materials?	<rec char count: 60>
F014 FAQ answer 3-3	<p>Like you, we know that the small choices we make, such as the packaging we use, can make a big difference over time. We are working toward a goal of deriving 100 percent of our global packaging materials from sustainable sources— that is, materials that are renewable, recyclable, or contain recycled content—by 2020.</p> <p>Because recycling is subject to local guidelines, we suggest you contact your local authority to confirm that any packaging is acceptable for recycling in your area.</p> <p>Our <i>Well Yes!</i> products are packaged in steel cans and microwavable sipping cups. The steel cans we use are 100% recyclable and contain up to 35% recycled steel. Our steel cans are among the safest, most convenient, affordable and environmentally sustainable forms of packaging.</p> <p>Our sipping cups are currently not recyclable. We are actively working to improve the sustainability of our sipping platform. Our sipping cups are packaged in plastic containers with a metal ring—which is key in ensuring a safe-shelf stable product. Both the plastic container and metal ring come from recycled sources.</p>	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 3-4	Does the packaging of your food contain BPA?	<rec char count: 60>
F014 FAQ answer 3-4	<p>Our cans of soup have transitioned to non-BPA lining made from acrylic and polyester materials in the U.S. and Canada, effective mid-2017.</p> <p>Products in PET bottles, pouches and cartons like some <i>V8</i>® beverages, <i>Swanson</i>® broths and <i>Campbell's</i> sauces are in non-BPA packaging.</p>	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>

	We also transitioned to non-BPA coatings in nearly all of our V8® beverage cans, microwaveable bowls and screw-top lids on glass jars in the U.S. and Canada at the end of 2017.	
F014 SECTION HEADLINE 4	About Campbell Soup Company	<rec char count: 30>
F014 FAQ question 4-1	Where can I find information about employment, jobs and internships at Campbell?	<rec char count: 60>
F014 FAQ answer 4-1	Campbell is more than the brands you know and love—we're also a great place to grow a challenging, rewarding career. We have opportunities for recent graduates and experienced professionals across a wide variety of disciplines. To find out where you might fit best with us, please visit the Campbell Careers page , and grow your future with us.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 4-2	Where can I find information for Campbell shareholders?	<rec char count: 60>
F014 FAQ answer 4-2	Visit our Investor Center , where you can find a copy of our current annual report, as well as reports from several previous years, in our list of Campbell annual reports .	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 4-3	Does Campbell participate in outreach initiatives?	<rec char count: 60>
F014 FAQ answer 4-3	For information about our commitment to making a measurable difference in our communities, visit the Nourishing our Neighbors page of our dedicated corporate social responsibility website.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 4-4	Would Campbell make a product or monetary donation to my organization?	<rec char count: 60>
F014 FAQ answer 4-4	Each year, Campbell Soup Company and our Campbell Soup Foundation receive thousands of requests for donations of funds and products. While we would like to contribute to every worthy cause, our funding is limited to organizations that are positively impacting the development of healthy communities where Campbell has operations in the U.S., with a particular focus on community well-being, youth empowerment and economic sustainability.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>

	<p>The Campbell Soup Foundation does not provide product donations. Instead, Campbell directs its product donations to Feeding America, our nation’s largest food bank network, and its more than 200-member organizations. If you’re seeking a product donation, please reach out to your local Feeding America food bank; you can access a link to Feeding America’s Food Bank Locator on our Campbell Soup Foundation site.</p> <p>Learn more about our Campbell grant guidelines.</p>	
F014 FAQ question 4-5	Where is the location of the Campbell world headquarters?	<rec char count: 60>
F014 FAQ answer 4-5	1 Campbell Place Camden, NJ 08103-1701 United States	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 4-6	Where do I find information about Campbell’s history?	<rec char count: 60>
F014 FAQ answer 4-6	Campbell has a rich heritage, and we’re always glad to share our story. View a Campbell historical timeline of company milestones.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 4-7	I have a suggestion for your company. How can I share it with you?	<rec char count: 60>
F014 FAQ answer 4-7	We'd love to hear from you! If you would like to tell us about your experience with one of our products, please Contact Us page, where you will find links and information to email, chat, tweet, call or write us.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 4-8	What happened to the ideas for innovation program? And what if I have a recipe idea?	<rec char count: 60>
F014 FAQ answer 4-8	Please visit our Ideas for Innovation website to learn about submitting your ideas.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 4-9	Do you give tours of your facilities?	<rec char count: 60>
F014 FAQ answer 4-9	For health and safety reasons, our production facilities are not open to the public. The Campbell Museum, which closed March 1996, donated its renowned collection of 18th-century soup tureens and related objects to the Winterthur Museum & Garden near Wilmington, Delaware.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>

F014 FAQ question 4-10	How do I find out the date or value of a Campbell's collectible item?	<rec char count: 60>
F014 FAQ answer 4-10	To date or determine the value of a Campbell collectible item, we suggest checking your local library for the following resources: "Kovel's Price List for Antiques and Collectibles" or "Campbell's Soup Collectibles: A Price & Identification Guide," by David and Micki Young.	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>
F014 FAQ question 4-11	Can you give me some information about Campbell Soup Company for a school project?	<rec char count: 60>
F014 FAQ answer 4-11	Campbell has a rich heritage dating back to 1869, and we're always glad to share our story. You can find a timeline featuring company milestones, along with our latest annual report in the About Us section of at our Campbell Soup Company website. Good luck with your project!	<rec char count: 240> Hyperlink(s) to destination(s): <Spark to complete>