

News in Brief

'V8 V-Fusion + Energy' Drinks Launch at Walmart; Aussies' New Squeeze Is 'Real Stock Paste'; Charity Earns Four Vans From Labels for Education

OPEN Network Event on Bullying

Wednesday,
June 15
3-4:30 p.m.
WHQ Campbell
Cafe

Come hear Chris Armstrong, son of Campbell Senior Food Law Counsel Steve Armstrong, talk about his experience with bullying.

Chris was in the headlines last year when he was harassed for his sexual orientation in a blog by Andrew Shirvell, then a Michigan assistant attorney general, after Chris was elected the first openly gay president of the University of Michigan's Student Assembly.

After Chris's presentation, Senior Intellectual Property Counsel Minnie Alexander will speak on "Online Bullying and Harassment: Understanding a New Generation of Bullies."

The event is sponsored by OPEN and the Office of Diversity and Inclusion, the Women of IT, Canada's Parenting Network, and the Legal Department.

[Click here](#) to register on ITEC.

June 6, 2011

'V8 V-Fusion + Energy' in 2,400 Walmart Stores

Campbell is expanding its popular V8 franchise by adding a second V8 beverage to the fast-growing energy drink category with V8 V-Fusion + Energy.

Like V8 Energy Shots, whose shipments to test markets in Colorado, Florida and Minnesota began in April, V8 V-Fusion + Energy is a healthier alternative to most energy drinks.

It provides one combined serving of vegetables and fruit, as well as a natural energy boost from green tea extract.

Each single-serving can contains 80 milligrams of caffeine, comparable to the leading energy drink on the market.

V8 V-Fusion + Energy has 50 calories, is an excellent source of B vitamins and contains no added sugar.



DALE CLEMIS

"We are branching into the energy drink market with the kinds of nutritious beverages that V8 is known to deliver," said **Dale Clemis, Vice President, V8 Beverages.**

V8 V-Fusion + Energy drinks are available in 2,400 Walmart stores across the United States beginning this month.

They are sold in 8-ounce slim cans and come in two flavors, Pomegranate/Blueberry and Peach/Mango, for \$3.98 a six-pack.

Select locations will sell two cans for \$1, while supplies last.



Aussies' New Squeeze Is 'Real Stock Paste'

Campbell Arnott's has launched a line of 100% Natural Real Stock Paste, designed to enhance the taste of home-cooked meals, across Australia.

Campbell's Real Stock Paste starts with authentically cooked real stock made with all-natural ingredients -- never anything artificial. It's concentrated and blended to a paste, so users can control the flavor intensity.

The versatile, convenient product can be stirred into a stir-fry, tossed with pasta, squeezed directly onto meats to marinate or added to almost any savory food that needs a flavor lift. It blends far more easily than a bouillon cube or powder.



FLAVOR BOOSTERS: *Campbell's Real Stock Paste* comes in a handy, squeezable tube ...



... and in a box of eight premeasured packets (or, as Australians call them, sachets).

Campbell's Real Stock Paste is available in Chicken, Vegetable and Beef flavors. It comes in a resealable squeeze tube for a recommended retail price of \$3.99 and in eight handy single-serve packets for \$3.69.

The product was introduced on May 4 and is supported by television advertising. For great ideas on how to naturally lift the flavor of your meals using *Campbell's Real Stock Paste*, visit www.campbellskitchen.com.au

Charity Earns Four Vans From Labels for Education

As the patron saint of desperate causes, St. Jude is often called upon to work miracles. But more than 5.4 million *Campbell's* soup labels have also proved to be a blessing for St. Jude's Ranch for Children.

Thanks to the Labels for Education program, the proofs of purchase earned the charity, which has campuses in Nevada and Texas, four vans. "And we are on a roll to collect more labels for a fifth," said William H. Morley, who serves on St. Jude's Ranch's national board.



ST. JUDE'S RANCH FOR CHILDREN board member William H. Morley (from left) and its CEO, Christine J. Spadafor, stopped by World Headquarters to thank **Denise Morrison** and **Sean Connolly** for the Labels for Education program.

To gather the labels, members of community groups and churches distributed collection receptacles promoting the charity's mission. St. Jude's Ranch, founded by Episcopal priest Father Jack Adam in the mid-1960s, provides a safe, nurturing home and therapeutic residential treatment services for abused, abandoned and neglected children and their families.



FOUR AND COUNTING: Morley and Spadafor presented Campbell with a framed collage of photos of vans that St. Jude's Ranch earned by redeeming the labels.

Last week at World Headquarters, Morley and St. Jude's Ranch CEO Christine J. Spadafor met with **Chief Operating Officer Denise Morrison** and **Sean Connolly, President, Campbell North America**, to express their appreciation for Labels for Education.

"We are so grateful to Mr. **[CEO Doug] Conant** and the entire Campbell team for ensuring that our children are transported safely to school, medical appointments, community activities and sporting events in new vehicles," Spadafor said.

"The kids felt very special when the fourth van arrived a few weeks ago, and we thank Campbell for making that happen," she said.

Labels for Education awards free educational, sports and other equipment to schools in exchange for proofs of purchase from Campbell products and partner brands, including *Pop Secret* and *Bic*. About 60,000 schools and organizations are registered with the program, benefiting more than 42 million students and providing more than \$110 million in merchandise to America's schools over nearly 40 years.

What did you think of this story? And what else would you like to read about on Campbell Today? [Click here](#) and tell us.

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