



Proofing Guide

Campbell's Foodservice

GENERAL PROOFING NOTES:

- Avoid using the Oxford/serial comma
- Campbell is the company, Campbell's is the brand. **In rare instances** when referring to the **company** CSC or CCoF C only, use:
 - Campbell (no italics, no ®, no `s)

NAMING CONVENTIONS QUICK REFERENCE

EXAMPLES:

Campbell's® Classic Healthy Request® Cream of Chicken Soup

Campbell's® Signature Chicken Noodle Soup

- *Campbell's®* is italicized and has R-ball
- *Classic, Signature or Reserve* is italicized, no R-ball
- (if applicable) *Healthy Request®* is italicized and has R-ball
- Flavor name is not italicized and is in title case, no R-ball
- Soup is capitalized

CAMPBELL'S FOODSERVICE CANADA (CFC) SPECIAL RULES:

- Campbell's® (For CFC only, no italics)
- Campbell's® Verve® Soup (Verve is only for Canadian products)
- cheque
- colours
- favourite
- fibre
- Flavours
- honour
- Snack Factory® *Pretzel Crisps®*

REFERENCE GLOSSARY:

A

B

Behind Our Lines® (initial caps when in text even though "O" is lowercase in headline)

C



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Campbell's Foodservice

Campbell's® _____ (product name)

Campbell's® Classic soup(s)

FLAVOR NAME EXAMPLE: *Campbell's® Classic* Cream of Mushroom Soup
("Soup" following flavor name is capitalized, per Campbell's legal feedback, Sept. '22)

Campbell's® Healthy Request® soup(s)

FLAVOR NAME EXAMPLE: *Campbell's® Condensed Healthy Request®*
Chicken Noodle Soup ("Soup" following flavor name is capitalized, per Campbell's legal feedback, Sept. '22)

Campbell's® Reserve soup(s)

FLAVOR NAME EXAMPLE: *Campbell's® Reserve* Aged White Cheddar & Cauliflower Bisque

Campbell's® Signature soup(s)

FLAVOR NAME EXAMPLE: *Campbell's® Signature* Chicken Noodle Soup
("Soup" following flavor name is capitalized, per Campbell's legal feedback, Sept. '22)

Campbell's® Soup(s)

crabmeat (one word)

Cape Cod®

D

E

Emerald®

F

French onion (capital F, lowercase o, unless it's a specific product name)



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G

Goldfish®

Goldfish® - Disney Mickey Mouse Cheddar Crackers Baked with Whole Grain

H

Healthy Request®

high fructose corn syrup

I

J

K

Kettle Brand®

L

Lance®

Late July®

M

XXmg of sodium (no space between amount and "mg")

M'm! M'm! Good!®

Made right since 1947.®

Made to Serve®

micro market

MyPantry

N



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no-antibiotics-ever chicken meat (must say chicken meat vs. "chicken")

non BPA-lined cans

Nourish Every Body.[®]

O

X oz. (space between amount and "oz." + period after)

P

Pace[®]

Pepperidge Farm[®]

Prego[®]

Pacific Foods[®]

Q

R

S

Seasoned Twisted Pretzel Sticks

Smart Snack compliant

Snack Factory[®] *Pretzel Crisps* (for US only, see above for Canadian formatting)

Snyder's of Hanover[®]

Soup ("Soup" following the flavor is capitalized, per Campbell's legal feedback, Sept. '22)

Cream of Mushroom **S**oup, Tomato **S**oup, etc.

(In body copy, we will use "Soup" at the end of the name/variety. When it's a descriptor with a visual, drop "Soup" as it is implied.)



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soup (lowercase unless it's an official part of a product name)

soups (usually plural in general messaging to highlight the variety of soups Campbell's Foodservice offers)

Swanson®

I

The Original Plant-Powered Drink.®

The Snack that Smiles Back!®

The V is for Vegetables.®

U

V

V8®

V8 +Energy®

V8 +HYDRATE®

V8® Blends

V8® Red

V8® Splash

V8 PLUS®

W

whole grain-rich

X

Y



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Z

#

XXmg of sodium (no space between amount and "mg")

X oz. (space between amount and "oz." + period after)

PRODUCT CHARTS REFERENCE

Claims Key



Gluten Free



Vegetarian



Vegan



Low Sodium



Non-GMO



Organic



Kosher



Kosher Dairy



Light in Sodium



Dairy Free



Full Serving of Fruits or Vegetables



Combined Serving of Fruits and Vegetables



Soy Free



Wheat Free



Carrageenan Free



Yeast Free



Plant-Based