



# K-12 Marketing Calendar







Solutions | Celebrations | Recipes



4th Quarter

> **CLICK** to view product details and recipes.

# OCTOBER 2017

| SUNDAY   | MONDAY   | TUESDAY   | WEDNESDAY   | THURSDAY   | FRIDAY  | SATURDAY |
|--|--|---|---|--|---|----------|
| 1  | 2 <b>Child Health Day</b><br><br>Serve something you can feel good about! <b>Goldfish®</b> Baked With Whole Grain Pretzel has no artificial flavors or preservatives. > | 3   | 4   | 5<br> | 6 <b>National Noodle Day</b><br>Serve up some noodles with our <b>Campbell's® Signature Healthy Request®</b> Chicken with Egg Noodles soup. > | 7        |
| 8  | 9  | 10  | 11  | 12   | 13  | 14       |
| <b>National School Lunch Week! Celebrate with your students' favorite lunch recipes!</b> |  |   |   |  |   |          |
| 15   | 16<br>  | 17<br>Add a Tex-Mex flair to your menu with our Chicken Fajita Pizza made with <b>Campbell's® Healthy Request®</b> Condensed Cream of Chicken soup. > | 18 <b>National Pizza Month</b>  | 19   | 20  | 21       |
| 22   | 23<br>   | 24<br>Get Souped Up!™ with our Sweet Potato and Corn Chowder made with <b>Campbell's® Healthy Request®</b> Condensed Cream of Chicken soup! >         | 25  | 26   | 27  | 28       |
| 29   | 30<br>Offer <b>V8®</b> Carrot Mango 75% juice as an a la carte item to get in the Halloween spirit. >  | 31<br>   | <p><b>Vegetarian soup is perfect for meatless Monday!</b></p> <p><b>Fresh Prepared Soup Spot:</b></p> <p>Vegetarian Pho Noodle soup made with <b>Campbell's®</b> Customizable Vietnamese Pho Concentrated Soup Base. &gt;</p>  |  |   |          |



Campbell's Foodservice is now participating in the Cool School Cafe® rewards program. Learn more about the program, find qualifying products, and see how you can join to start earning points. VISIT [COOLSCHOOLCAFE.COM](http://COOLSCHOOLCAFE.COM)

For menu solutions and more, visit [CampbellsFoodservice.com](http://CampbellsFoodservice.com)

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# NOVEMBER 2017

| SUNDAY   | MONDAY   | TUESDAY | WEDNESDAY  | THURSDAY  | FRIDAY | SATURDAY |
|--|--|---------|--|---|--------|----------|
| Celebrate a Season of Thanks...  |  |         | 1  | 2<br>                                | 3      | 4        |
| 5<br> | 6 National Nachos Day  | 7       | 8<br>                                      | 9 National Greek Yogurt Day   | 10     | 11       |
| Serve up your favorite nacho recipe with <b>Pace</b> ® Mild Chunky salsa >             |  |         |  | Use Greek yogurt in our Gone Dippin' recipe made with Cinnamon <b>Goldfish</b> ® Giant Grahams Made with Whole Grain. > |        |          |
| 12   | 13   | 14      | 15   | 16<br>                               | 17     | 18       |
|  |  |         | Provides one full serving of vegetables, just chill and serve... <b>Campbell's</b> ® V8 V-Fusion® Strawberry Banana juice. > |   |        |          |
| 19   | 20<br> | 21      | 22   | 23  | 24     | 25       |
|  |  |         |  |   |        |          |
| 26   | 27   | 28      | 29   | 30  |        |          |



## Deliver a new soup experience with **Campbell's® Customizable Soup Base!**

### Fresh Prepared Soup Spot:

Creamy Chicken Pot Pie soup made with **Campbell's**® Customizable Classic Cream Concentrated Soup Base.



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# DECEMBER 2017

| SUNDAY   | MONDAY  | TUESDAY  | WEDNESDAY | THURSDAY   | FRIDAY   | SATURDAY |
|--|---|--|-----------|--|--|----------|
|  |   |  |           |  | 1                                 | 2        |
|  |   |  |           | No artificial flavors or preservatives. <b>Goldfish®</b> Colors Baked with Whole Grain crackers are wholesome and fun to eat! >            |  |          |
| 3  | 4 <b>National Cookie Day</b><br>   | 5  | 6         | 7   | 8  | 9        |
|  | Part of a reimbursable breakfast, Sun Dippers combine Vanilla <b>Goldfish®</b> Giant Grahams Made with Whole Grain and sunflower butter for a delightful peanut free alternative. > |  |           | Provides one full serving of vegetables, just chill and serve... <b>V8 V-Fusion®</b> Pomegranate Blueberry juice. >                        |  |          |
| 10   | 11  | 12  | 13        | 14   | 15 <b>National Pear Month</b><br> | 16       |
| Classic comfort food students will love! Grilled cheese served with <b>Campbell's® Healthy Request®</b> Tomato soup! One cup prepared soup provides 5/8 cup red/orange vegetables! > |   |  |           | Prepare our Asian inspired Bánh Mì Sandwich with pears... made with <b>Campbell's® Healthy Request®</b> Condensed Cream of Chicken soup. > |  |          |
| 17   | 18  | 19   | 20        | 21   | 22   | 23       |
| Look for our next edition filled with product and recipe solutions!  |   |  |           |  |  |          |
| 24   | 25   | 26   | 27        | 28   | 29   | 30       |
| <b>Happy Holidays from Campbell's Foodservice!</b>   |   |  |           |  |  |          |

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**Warm and flavorful...**  
**Customizable Soup Spot:**  
 Beefy Chili made with  
**Campbell's®** Customizable  
 Vegetarian Chili Soup Base.  
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Campbell's Foodservice has a portfolio of products in the formats and price points you need. With additional hard-working brands like Swanson®, Pepperidge Farm®, and V8®, Campbell's Foodservice is your perfect partner.

To learn more about the Campbell's Foodservice portfolio, contact your Sales Representative, call 1.800.879.7687 or email [Campbells\\_help@archway.com](mailto:Campbells_help@archway.com).

