



FOR IMMEDIATE RELEASE

Accomplished Canadian Chef joins Campbell Canada team
Chef Suman Roy becomes Campbell Canada's new Corporate Chef

TORONTO, ON – September 21, 2012 – Chef Suman Roy, Certified Executive Chef, has joined Campbell Company of Canada as the company's new corporate chef. Certified through the Culinary Federation, Chef Suman has more than 15 years of experience in the culinary field, including as a Chef at the Athlete's Village for the Vancouver 2010 Olympics, creating 12,000 meals a day from an impressive 150 item menu.

Chef Suman brings his passion for the diversity of Canadian cuisine and a commitment to fresh, local ingredients to the Research & Development (R&D) team at Campbell Canada. With a focus on bringing to life the company's vision to deliver "Extraordinary authentic nourishment for all", Chef Suman will be responsible for creating exciting, new Campbell recipes to add to the existing collection of delicious, family-favourite available at www.cookwithcampbell.com. Additionally, he will be responsible for working with Campbell Canada's Toronto-based R&D team to develop innovative new products for Canadian families. As part of his role, Chef Suman will also be a member of the Campbell Soup Co.'s Global Campbell Culinary & Baking Institute (CCBI).

"The Campbell Canada team is excited to welcome a chef of Suman's calibre," said Arlene Karan, Senior Director, R&D. "With Campbell Canada's increased focus on innovative food and meal solutions, Chef Suman's credentials and experience will be a valuable asset in our on-going culinary and recipe development."

Chef Suman is an active member of the Toronto Food Policy Council, the only Chef member of the Board of Health for the City of Toronto, and author of the International award-winning book *From Pemmican To Poutine - A Journey Through Canada's Culinary History*. Most recently, Chef Suman ran his own consultancy business following his tenure as Executive Chef for Sodexo Canada and was a culinary lecturer at Centennial College.

"Having grown up with Campbell's products in the pantry, it's exciting to join an iconic brand that helps Canadian families discover delicious meals that they can create at home and is committed to advancing its culinary credentials with customers and consumers," said Chef Suman.

About Campbell Company of Canada

Campbell Soup Company is a global manufacturer and marketer of high-quality foods and simple meals, including soups 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." With a soup plant located in Toronto, ON, Campbell Canada is a subsidiary of Campbell Soup Company. 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.ca.

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For more information or to book an interview with Chef Suman, please contact:

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