



# Campbell Soup Company

## Recipe Nutrition Saves Time and the Menu



Campbell Soup Company, one of the most recognized and established food brand companies around the globe, selected BirchStreet Recipe Management System to automate their nutrition and cost analysis, as well as to create a centralized recipe “bank” tied into their public-facing websites.

### Challenges for Campbell:

- Campbell had an antiquated database with limited functionality that stored approximately 6,000 recipes.
- Recipe developers could not dynamically assess directional nutrition and cost before testing.
- No dynamic way to manage recipe attributes to deliver relevant content to website, external customer system and consumer touch points for the Foodservice department.
- Needed more appealing, user friendly recipe and menu reports for the Foodservice department.
- Slow process to meet customer requests for basic information and for customized solutions for the Foodservice department.
- Unrealized potential to share content and best practices between the businesses.

### Vendor Selection:

Campbell wanted to use a “progressive” vendor that could develop enhancements as needed.

“BirchStreet fit the requirements and understood what we wanted.” Campbell named the product Recipe Management Central or RMC.

The screenshot displays the 'Recipe Nutritional Information' section of the RMC interface. It features a table with columns for 'Recipe Name', 'Suggested Portion', 'Suggested Restaurant/Event', and 'Nutrients'. The table lists various recipes with their corresponding nutrient values. To the right of the table, there are sections for 'Related Recipes' and 'People that like this also like...', each displaying small images of food items.

Recipe Name	Suggested Portion	Suggested Restaurant/Event	Nutrients
Spaghetti	1/2 cup	Restaurant	10g
Macaroni	1/2 cup	Restaurant	10g
Spaghetti	1/2 cup	Restaurant	10g
Macaroni	1/2 cup	Restaurant	10g
Spaghetti	1/2 cup	Restaurant	10g
Macaroni	1/2 cup	Restaurant	10g
Spaghetti	1/2 cup	Restaurant	10g
Macaroni	1/2 cup	Restaurant	10g
Spaghetti	1/2 cup	Restaurant	10g
Macaroni	1/2 cup	Restaurant	10g

### What Changed Using RMC:

- Solved all of its challenges with accurate, fast, user friendly recipe and menu data, which could be shared throughout the company in one central cloud based solution.
- BirchStreet's platform increased nutrients from 13 nutrients that are typically found on food labels to 50 tied into the US Food & Drug Administration for its nutritional values, allergens and intolerances.

*“Using BirchStreet, we now have flexibility and agility to operate better and faster.”*

- With the system's powerful reporting tools, Campbell is able to run multiple reports with real-time data.
- RMC creates pack labeling for prepared product nutrition for certain soup products.
- RMC serves as a global recipe management solution that can accommodate other languages, metric system and share content across regions.
- The system and its data is connected to customer facing websites.

## ROI

- Over three years since implementation, Campbell reported significant cost savings by auto-calculating nutrition data for 3,000 recipes and moving to one-time product updates.
- Their overall investment was paid off in 2 years.
- When ingredients changed in over 1,000 recipes, the automation in BirchStreet saved over 250 hours of work.
- Taxonomy of ingredients went from 1 full year to make changes and upload, to a matter of several minutes after approval.
- Gave Campbell the ability to accommodate customer requests and increase profitability. With quick results in the system, Campbell was able to deliver a very large order of 50,000 cases, representing 77% of the total projected volume the new products, which translates into large dollar numbers.

## Summary

Through its partnership with BirchStreet, Campbell Soup Company was able to implement a new Recipe Management system. The platform has greatly impacted Campbell's recipe management operations by reducing costs and labor intensive processes, increasing efficiency, accessing accurate recipe costing and enabling the company to potentially increase its sales. "BirchStreet fit the requirements and understood what we wanted."



Example of how CampbellsKitchen.com connects with recipes stored in BirchStreet.

*Campbell's reported that "we can't put a cost on the value of having a single repository that houses taxonomy and nutrition, but we know that our current recipe management system is highly beneficial."*