Mini Case Study:

Campbell Soup Company

Success Story:
Campbell Soup Company, one of the most recognized and established food brands, was looking for a vendor that could provide software to support Campbell’s Retail, Foodservice, and Nutrition divisions. Campbell wanted a “progressive” vendor that could develop enhancements as needed. “BirchStreet fit the requirements and understood what we wanted.”

Goals:
- To automate their nutrition and cost analysis, as well as to create a centralized recipe “bank” tied into their public-facing websites
- User friendly recipe and menu data, can be shared throughout the company in central cloud based solution.

Results:
- Significant cost savings by auto-calculating nutrition data for 3,000 recipes and moving to one-time product updates.
- Saved over 250 hours of work.
- Overall investment was paid off in 2 years.
- Taxonomy of ingredients went from 1 full year to make changes and upload, to a matter of several minutes after approval.
- Accommodate customer requests and increase profitability.

Fast Facts:
Established in 1869
The Company makes a range of high-quality soups and simple meals, beverages, snacks and packaged fresh foods.

Financial:
8.69 bUSD

Headcount:
23,000 employees

Headquarters:
New Jersey, United States

Solutions
Recipe Management System

“Using BirchStreet, we now have flexibility and agility to operate better and faster.”
- Jane Freiman, Director of Campbell’s Consumer Test Kitchen (Retail division) Campbell Soup Company