

## Mini Case Study:

# Campbell Soup Company



### Success Story:

Campbell Soup Company, one of the most recognized and established food brand Companies, looking vendor that could provide software to support Campbell's Retail, Foodservice and Nutrition divisions. Campbell wanted to use 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*