

# THE *Campbell's* COMPANY



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## GET TO KNOW Mick Beekhuizen



**Mick joined the company in 2019 as our Chief Financial Officer and most recently served as President of our Meals & Beverages division. On February 1, 2025, he became the 15th CEO in the company's 155-year history.**

### Q: Why Campbell's?

**MB:** I love this company and am honored to be Campbell's CEO. Since joining the company over five years ago, I've been energized every day to deliver on our purpose of connecting people through food they love. We have a great team, amazing brands and fantastic food.

### Q: What are your favorite Campbell's products?

**MB:** The toughest question so far! Right now I've been opening quite a few bags of *Cape Cod* chips and you can always find *Rao's* and *Pace* in my fridge.



### Q: What was the last plant you visited?

**MB:** It depends on when you read this! In March, I travelled to Beloit, Wisc., Franklin, Wisc. and Downers Grove, Ill. And in April, I was in Charlotte, N.C. It's a great opportunity for me to meet our talented people. I've been impressed by the competitiveness and creativity and how the sites are leveraging the Campbell's Way of Working Operational Excellence playbook to continuously improve their performance. I also saw great examples of collaboration. Across the network our teams are working together to share ideas, best practices and solve problems.

### Q: Would you tell us about your family?

**MB:** I'm from the Netherlands, so my family all live over there and my wife's family is in India. I was lucky to be able to visit them all this winter! I live in Philadelphia with my wife and we love our neighborhood—especially the food!

### Q: What do you do in your free time?

**MB:** Eat! My wife calls me a foodie. I'm also an avid biker—last fall I joined a group of Campbell's employees that do a bicycle race for charity every year called Bike MS.

### Q: Do you have a personal motto or mantra?

**MB:** Keep it moving!

### Q: What's next for Campbell's?

**MB:** I'm excited about our future and confident in our strategy. We have a strong foundation that starts with our talented people and the best brands in the business! Now we have to embrace change, especially in this dynamic environment, and work together so we can win the hour, win the shift and win the day!



**Why Campbell's?**  
The people, brands  
and food!



## 3 new Campbell's leaders

We have strong leaders ready to take on new roles. Stay tuned to learn more about them in our next issue!



**Risa Cretella** is President of the Meals & Beverages division, as of Feb. 1, 2025. With nearly 25 years of experience at food companies, Risa joined Campbell's in March 2024 from Sovos Brands Inc.



**Elizabeth Duggan**, will be the new President of our Snacks division, effective May 12, 2025. Elizabeth is currently in charge of our business in Canada. Chris Foley, who served as President of Snacks since 2022, will leave after a 25-year career where he had a tremendous impact on our company.



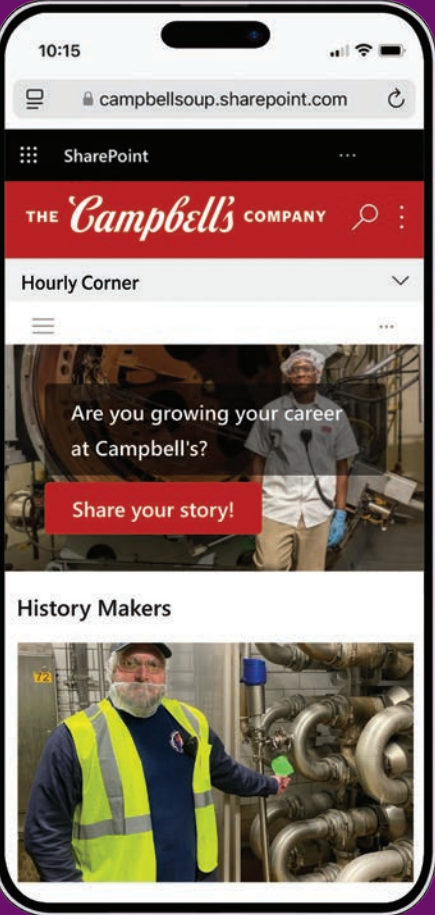
**Janda Lukin** has been named to the newly created role of Chief Growth Officer, effective June 2, 2025. She is currently our Chief Marketing Officer in Snacks. Janda will be responsible for driving growth across the company.

**"They are the right leaders to drive our strategy and take our performance to the next level" says Mick.**



# Welcome to Hourly Corner!

Introducing Hourly Corner, your one-stop-shop for resources on how to grow your career at Campbell's. The new section on Campbell's Hub features employee success stories, career path descriptions, resources on tuition reimbursement and apprenticeship programs, and training opportunities. Check out the "Locations" tab for information about each of our plants and their leaders. You can access Hourly Corner the same way you access Campbell's Hub — through your computer, kiosk or mobile phone.



Have Okta verify on your phone?  
Scan the QR code to visit Hourly Corner today!

## Full steam ahead for Maxton's aseptic line

The Maxton aseptic expansion project, which broke ground in February 2024, will add additional capacity to our aseptic broth operations along with expanding our square footage by approximately 116,000 square feet.

"The expansion of our Aseptic department is big step forward, not just for our site, but for our entire community," said Senior HR Generalist **Brandon Gifford**.

The new line will bring over 100 new jobs to Maxton, N.C. and the team is actively hiring and planning for the anticipated opening date in April 2026. "I'm excited to see what's ahead for Team Maxton," said Brandon.



Members of the Maxton leadership team visit the construction site.

## Milwaukee team member celebrates 40th work anniversary!



At the end of January, **Jim Bialk**, Warehouse Manager at the Milwaukee, Wisc. plant, celebrated his 40th year with Campbell's! Over the years, Jim has demonstrated an unparalleled level of commitment and responsibility in running the warehouse operations at the plant. His steady leadership and tireless work ethic have been instrumental in ensuring operations run smoothly and efficiently. "Jim is truly an invaluable part of the Campbell's family, and we are grateful for all that he does," said **Jeremy Hilgendorf**, Senior Manager, Site Operations.



## Annual Tomato Sustainability Summit

In February, Campbell's hosted our annual Tomato Sustainability Summit in Woodland, Calif. Each year, our Agricultural Operations and Sustainability teams meet with our tomato farmers for a half-day event to discuss industry trends and best practices.

The summit provided an opportunity to strengthen connections and collaboration between Campbell's and our tomato supply chain. Our farmers are a key ingredient in our success. This year, 75% of the farms who grow tomatoes for us were in attendance!

# HIGH5

Our High 5 Recognition program is a great way to ensure our employees are recognized and celebrated for their performance and commitment to the 5 Cs—Care, Character, Collaboration, Competitiveness and Creativity.

### Top performers are celebrated in a few ways:

- Thank you notes
- High 5 Spot Awards (\$25 – \$100 USD)
- Manufacturing Network Spot Awards (\$70 USD)
- High 5 Performance Awards (\$500 – \$5,000 USD)
- Campbell's High 5 Awards and Recognition ceremony

Want to know more about the program? Talk to local HR, visit the High 5 page on the Hub or call 800-639-7893.



Nearly 22,000 High Fives have been given since the start of the program.

## OpEx in Action: Charlotte Bakery team breaks weekly production record

For week 27 of 2025, the Charlotte, N.C. Bakery plant produced **4,821,101 pounds** of *Lance* sandwich crackers, surpassing the previous weekly record by over 227,000 pounds! For comparison, 5 million pounds of sandwich crackers is equivalent to the weight of fifteen fully loaded 747 jets.

A huge High 5 to the entire Bakery team for their outstanding decision making, planning, collaboration and flawless execution. "There are a lot of things that need to go right to achieve this record, and it is a credit to the entire Bakery team," said Associate Director, Site Operational Excellence **John Chandler**.

The Charlotte Bakery is the sole provider of *Lance* sandwich crackers so consistent delivery is vital to meeting consumer demand. At this rate, the Bakery is on pace to set another record and deliver over 205 million pounds of sandwich crackers this year!





# Connected Factory and Redzone are transforming our operations

Have you heard about Connected Factory? It's a new initiative that harnesses real-time data and mobile technology to enhance our operations.

- Benefits include:**
- Better workplace safety
  - Improved productivity
  - Stronger business performance
  - Higher retention

Part of Connected Factory, the Redzone technology has been implemented at Salem, Ore. and Napoleon Beverage and Sauce in Ohio. Redzone facilitates seamless collaboration and data-driven decision-making by providing real-time performance metrics, helping teams “Win the Day” with clear targets. It is renowned for amplifying the voice of operators and enhancing engagement with leadership, even during off shifts.

**Rachel Moreno-Marak**, Packaging Machine Operator at Salem, shared, “It gives the floors exposure to leadership even on the off shifts, driving engagement and sparking healthy competition as teams see how other lines are performing.” Since Salem went live with Redzone in October, we’ve seen a 22% increase in output. That’s 195,000 pounds per week!



Lizette Garcia Cornejo, left, and Rachel Moreno-Marak, right, show off Redzone on their tablets.

“It gives the floors exposure to leadership even on the off shifts

- Rachel Moreno-Marak

## Expanding Operational Excellence into our warehouses

Campbell’s Way of Working (C-WoW) Operational Excellence (Op Ex) is our companywide approach to improving our supply chain and delivering sustainable world-class performance. Building on the success of the program, we’ve been expanding it into our warehouses. C-WoW Op Ex is now at six sites—Hanover, Pa., Indianapolis, Ind., Maxton, N.C., Napoleon, Ohio, Pineville, N.C., and Willard, Ohio—and has helped improve ways of working, identified savings and empowered our teams. High five to our warehouse teams for embracing C-WoW!



Maxton, N.C. Warehouse



Pineville, N.C. Warehouse



Willard, Ohio Warehouse



## Safety first: Celebrating our Environmental Health and Safety teams

In February, our Environmental Health and Safety (EHS) teams gathered from across the network for a meeting in Florida with EHS Senior Director **Mickey Frantz**. During the meeting, High 5s were given to four individuals for going above and beyond their scope of work to make sure their sites are operating safely.

**Becky Emigholz, Beloit Safety Coordinator:** Becky pulled double duty by filling in as interim EHS Manager while still fulfilling her primary role as safety coordinator at Beloit, Wisc.

**John Sweeney, Downers Grove Health and Safety Manager:** John was recognized for his outstanding work advancing safety principles and educating employees about the EHS Pillar at Downers Grove, Ill.

**Chris Oney, Willard Safety Technician:** Chris stepped up as the interim EHS Coordinator for the Ashland, Ohio plant while still fulfilling her primary role in Willard, Ohio.

**Jeff Sokolowski, Dixon Mechanic:** Jeff was honored for his diligent work advancing safety imperatives at the Stockton and Dixon, Calif. sites.

In addition to the High 5s, the team held an EHS excellence competition where each site creatively presented their safety wins as a way to share best practices. Congratulations to the winners:

- 1 **Charlotte, N.C.**
- 2 **Hyannis, Mass.**
- 3 **Bloomfield, Conn.**



Denver, Pa. plant



## raises over \$1 million for community organizations

Our annual employee giving campaign saw impressive participation this year especially within supply chain. In fact, 100% of our locations participated in the campaign! New this year, hourly employees could skip the giving portal and fill out a paper form to submit their pledge donation.

We saw an almost **50% increase** in hourly employee participation, with over **1,200 hourly employees** giving and taking advantage of the 100% donation match from The Campbell’s Foundation. A big high five to Denver, Pa. who saw a **500% increase** in participation and to Willard, Ohio who had the highest number of plant participation with **307 employees** donating!

We also doubled down on efforts to engage employees about Full Futures, Campbell’s school nutrition program in Camden, N.J., Charlotte, N.C., and Hanover, Pa. Employees who directed funds to support Full Futures received a 200% match, raising over \$50,000 for these communities.

Did you know that The Campbell’s Foundation matches your charitable donations and volunteer hours year-round through our matching gift program? To learn more about this benefit, please speak with your local HR team.



## GET TO KNOW Cass Green



**Cass joined the company in 2010 and was named Senior Vice President, Head of Supply Chain in November 2024.**

### **Q: Why Campbell's?**

**CG:** Our great people and our great products! Every day I am inspired by the people I get to work with and how, through our values, we get to solve real problems that create opportunity for our business. All while delighting our customers and consumers with delicious food.

### **Q: What are your favorite Campbell's products?**

**CG:** I snack and cook with our products daily. Whether it's the *Snack Factory Pretzel Crisps* I just snacked on, or the *Swanson Chicken Broth* I used



last night while cooking, our pantry is filled with the food we make. Plus, I have quite the reaction if I see a competitor's product in our friends' and family's houses!

### **Q: What do you like to do in your free time?**

**CG:** I did love snowboarding until recently I took up skiing and had a little injury that rules me out of the mountain from here on. We love travelling and exploring new experiences near and far—understanding each location's history, culture, activities and interacting with their food and having fun!

### **Q: Tell us about your family.**

**CG:** We have a son Billy who is 11 and in sixth grade. We have a Cavapoo named Bear who is 49 in dog years, and we adore them both like all parents.

### **Q: Do you have a favorite sports team?**

**CG:** E-A-G-L-E-S EAGLES!



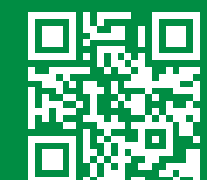
## Free financial services now available with LearnLux!

Campbell's recently partnered with LearnLux to bring financial planning tools and services to our employees, at no cost.

### **The program allows you to:**

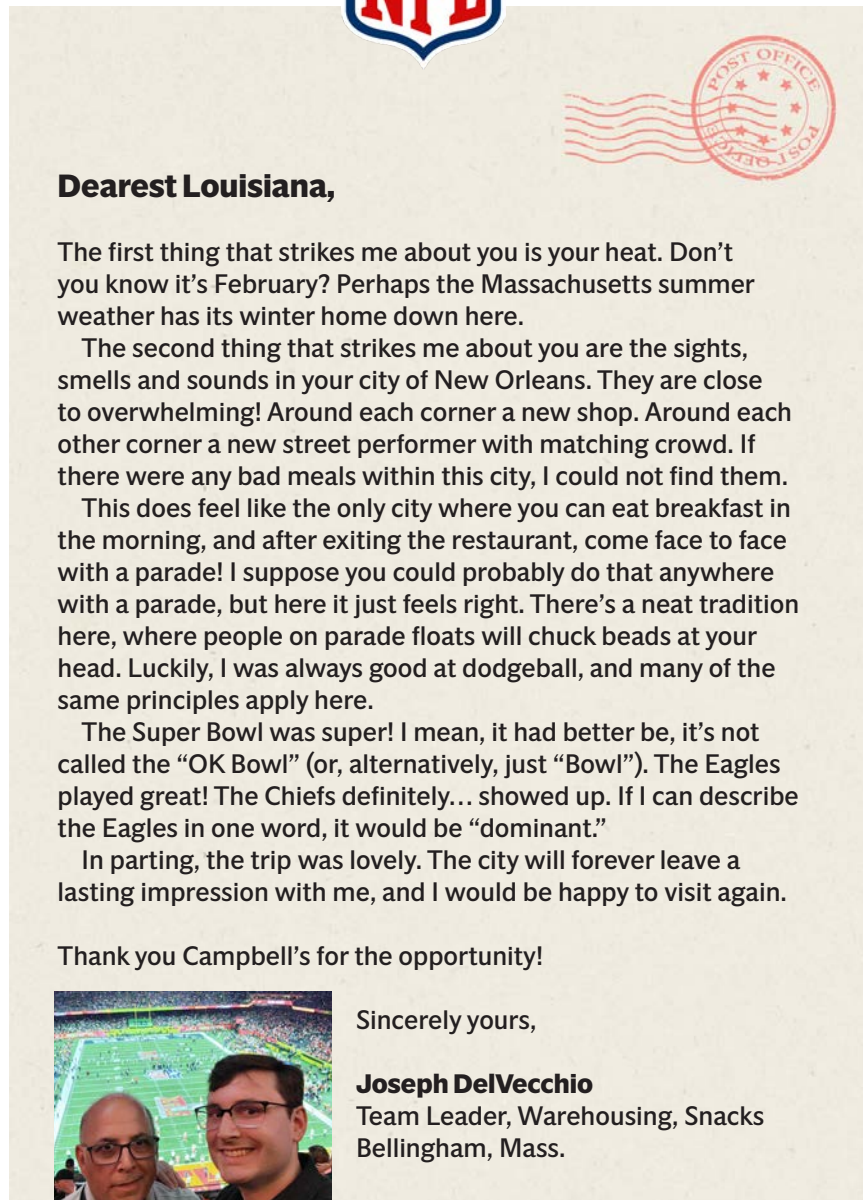
- Access free digital tools to help build and manage budgets.
- Reduce debt and take control of your financial health.
- Schedule one-on-one appointments with Certified Financial Planners.
- Participate in educational webinars on financial topics.

We want to ensure our employees thrive emotionally, physically, financially, socially and professionally. LearnLux can help you achieve financial stability and security and achieve your personal and professional goals more quickly.



← You can access these tools by scanning the QR code!





Joseph DelVecchio (right) enjoys the big game with his father.



Editors note: Chunky's Super Bowl sweepstakes was open to all U.S. Campbell's employees and included tickets to the game on Feb. 9 and a travel package to New Orleans. Joseph was randomly selected from thousands of employees who entered.

## The delight of popcorn meets the crispy, satisfying crunch of pretzels

Pop'ums is *Snack Factory's* latest innovation, blending the munchability of popcorn with the crispy crunch of pretzels into an irresistible snack.

*Snack Factory* Pop'ums challenges traditional snack boundaries and sets new expectations for what a pretzel snack can be.

With a distinct shape and unique texture, Pop'ums are available in three flavors: White Cheddar, Golden Mustard BBQ, and Sea Salt, each designed to tantalize taste buds.

Thanks to the team at our Franklin, Wisc. plant, Pop'ums are now available in the salty snack aisle nationwide, ready to delight snack lovers everywhere.

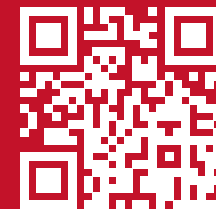


## Think outside the box for creamy mac and cheese

*Campbell's* is winning easy weeknight meals with America's favorite mac and cheese. Using a variety of condensed soups, from Cheddar Cheese to Spicy Buffalo Cream of Chicken to French Onion, *Campbell's* condensed soups help you make mac and cheese your way.

### Check out why *Campbell's* and mac and cheese are a perfect fit:

- Macaroni and cheese is the **#1** most popular "made-at-home" dinner dish among consumers.
- 65%** of consumers ages 18–34 enjoy trying new cheeses and state they'd like more recipes and uses for cheese.
- Insights show that *Campbell's* Cheddar Cheese condensed soup is **growing at a rapid pace**.



Want to make mac and cheese at home? Scan the QR code to explore recipes.

## Lance crackers is now in the starting line-up

*Lance* is speeding into the world of NASCAR, joining forces with Joe Gibbs Racing to headline promotional features for Chase Briscoe and the No. 19 Cup Series car. This sponsorship is part of Campbell's larger partnership with Harris Blitzer Sports & Entertainment.

This new sponsorship slingshots *Lance* into the spotlight, accelerating its visibility on elite raceways. It taps into NASCAR's vast fanbase, igniting cross-promotional possibilities at races, online, and in stores.

*Lance* is not just a spectator—the brand is the primary sponsor for one Xfinity Series race and a season-long ally with Chase Briscoe. Check your local listings for upcoming races!





The Campbell's Company  
1 Campbell Place  
Camden, NJ 08103



Scan the QR code for a chance to win a Campbell's Kanga cooler.



### From Campbell's Archives

On May 16, 1949, the first experimental bake occurred at the Downingtown, Pa. plant. The plant expanded in the 1950s to accommodate the production of distinctive cookies, including the addition of a 150-foot oven imported from Belgium. As *Pepperidge Farm's* products grew, so would Downingtown with the addition of a frozen food plant.

