

THE *Campbell's* COMPANY

F26 Strategic Plan Drive change. Deliver growth.



02
Strategic Plan

04
Campbell's Scholars

10
C-WoW OpEx Kickoffs

F26-28 Strategic Plan and Priorities: Drive Change. Deliver Growth.

Our F26-28 Strategic Plan builds on our foundation and the strength of our people, culture, and portfolio. It's anchored around four pillars and focuses on what we need to deliver today while building for tomorrow.

"Top-Tier Performance" is what we'll achieve if we deliver our strategic plan.

This is the roadmap of how we will drive change and deliver growth in fiscal year 26 and beyond.

Our Strategic Plan



The 5 Cs: Our Values

We've refreshed how we bring Campbell's values to life—clarifying the behaviors that support our culture while holding ourselves to a higher standard of performance. While the foundation stays the same, the way we live our values is evolving.

What's new: We've sharpened the definitions behind our core values to better reflect how we deliver results. Check out what's changed in the bold text here:

Care

We care **with candor** about each other, our consumers and customers, the communities we serve, and the planet we share.

Character

We act with integrity and transparency, execute with excellence and are accountable for our **results**.

Collaboration

We **build trust by working together as diverse teams to make smarter, faster decisions**.

Competitiveness

We are growth-minded, **have a bias for action** and **expect to win as one team**.

Creativity

We **are curious, innovative and seek** solutions to continuously improve.

Pumpkin spice and everything nice!

The hallmark flavor of autumn, pumpkin spice, is back with *Pepperidge Farm's* latest assortment of limited-edition cookies and *Goldfish*. Whether you want the "basic" pumpkin spice or something new, we've got you covered.

Goldfish Dunkin' Pumpkin Spice are the delightfully sweet pumpkin spice graham's that celebrate one of the most popular flavor seasons of the year.

Pepperidge Farm Milano Chai Latte is part of Milano's premium café flavor story with a modern menu staple.

Pepperidge Farm Milano Pumpkin Spice is the epitome of fall flavors.

Pepperidge Farm Pumpkin Cheesecake Soft Baked Cookies are back by popular demand!

Try them all this fall!



Beyond the grain: Visiting a flour mill in our supply chain

Members of our corporate responsibility & sustainability team recently toured the Martins Creek flour mill, owned by our supplier Ardent Mills. They learned about the milling process and how wheat becomes the flour that goes into many of our breads and crackers.

Campbell's receives soft wheat flour from Martins Creek, which is then shipped to:

- **Denver, Pa.:** All-purpose flour used for *Goldfish*.
- **Downingtown, Pa.:** Cake flour that is used in *Pepperidge Farm* frozen cakes.

The trip was a great way for our team to connect with suppliers and see how our sustainability initiatives can help positively impact the quality of our ingredients.



1.85 million lbs. of flour produced daily at the mill!!



Team Richmond & Project FINN win Plant of the Year, Hon. Mention Award

Project Finn and the Richmond, Utah team received the Food Automation and Manufacturing (FA&M), Plant of the Year, Honorable Mention Award recognizing best-in-class food plant design and construction.

The project was recognized for its:

- Added automation with 36% faster baggers and machine lighting
- Improved project delivery process
- New flour mill adjacent to our site and its positive impact on local farmers

Congratulations to the engineering, procurement, and Richmond, Utah teams on this well-deserved recognition!



Jason Roethig and Tony Hernandez accept the FA&M Award for Project FINN on the site's behalf.

Project FINN is our \$160 million investment in the Richmond plant that is expected to create over 85 new jobs by 2027 and increase production capacity by 50% to make an additional 40 million pounds of *Goldfish* annually.

Celebrating our 2025 Campbell's scholars!

For 63 years, Campbell's Scholarship Program has helped hundreds of "Campbell's Kids" pursue their dreams by providing meaningful financial support to advance their education. Scholarship recipients are selected by an independent panel based on academic performance, leadership, and community involvement.

This year, the program awarded 40 college scholarships to children of employees from nearly a dozen locations. Congratulations to all of this year's recipients! Check out the full list of winners below alongside photos from some of our scholars!



Chloe Chang
Rutgers University
Kelly Chang, Thermal
Process Specialist



Anna Weissend
Pennsylvania State University
Mark Weissend,
Sr. Manager,
Transportation-Snacks



Annika Swanson
University of Richmond
Matthew Swanson, Sr.
Manager, Engineering



Cason McKinney
University of South Carolina
Desmond McKinney,
Program Quality
Manager



Eve Wollenweber
Miami University
John Wollenweber,
Associate Director, Site
Human Resources



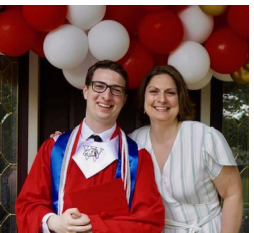
Eric Dempsey
San Diego State University
Martha Dempsey,
Program Manager -
Quality Make vs. Buy



Evan Wendt
Toledo University
Jason Wendt, Associate
Manager, Power &
Utility Maintenance



Abigail Steeno
University of Vermont
Heather Steeno, Sr.
Analyst, Quality Systems



Joshua Bausher
Pennsylvania State University
Cheryl Bausher,
Associate Director,
Logistics - Business
Operations & Strategy



Jenna Kawase
University of North Carolina
Ike Kawase, Associate
Manager, Logistics
Receiving



Joshua Kelly
Florida Gulf Coast University
Patrick Kelly, Sr.
Manager, Regional
Warehouse-Midwest



Kate Drewes
Bowling Green State University
Cary Drewes, Sr.
Manager, Environmental,
Facilities & Water
Treatment



Hannah East
Owens Community College
James East, Coordinator
& Angela Lopez,
Inventory Coordinator



Paige Hagerman
Bowling Green State University
Bradley Hagerman,
Maintenance Area Lead

Brennan Miller
University of Delaware
Sean Miller, AVP,
Supply Chain Category
Management

Ki Barber
Bowling Green State University
Ryan Barber, Lead
Mechanic

Colston Butler
Utah State University
Andrew Butler,
Director, Operational
Excellence

Kathryn DiLenge
University of Scranton
John DiLenge,
Sr. Manager, Co-
Manufacturing
Procurement

Trent Gibson
Bowling Green State University
Louise Johnston,
Executive Assistant,
Engineering

Talaina Jarrett
Case Western Reserve University
Tiyi Jarrett,
Processing Technician

Ella Miller
Virginia Tech
Jared Miller, AVP,
Quality

Jillian Richard
Annette Richard,
Warehouse Operator

Wyatt Stonesifer
Harrisburg Area Community College
Chad Stonesifer,
Warehouse
Coordinator

Madelyn Wolf
Northwest State Community College
Philip Wolf,
Associate Director,
Site Operational
Excellence



Gearing up for NASCAR season in Charlotte with Lance x Chase Briscoe

As part of our partnership with Harris Blitzer Sports & Entertainment (HBSE) and Joe Gibbs Racing (JGR), the *Lance* team is sponsoring NASCAR driver Chase Briscoe and his No. 19 fully wrapped *Lance* car.

In May, Chase made a pit stop at our Charlotte, N.C. Bakery and the Philip Lance Center for a quick tour and to meet with over 200 employees for autographs and photos ahead of the Memorial Day Xfinity and NASCAR Cup Series at Charlotte Motor Speedway.

Three lucky employees, **Bryan Cooke**, **Monet Lee** and **Michelle Delgado**, won tickets to attend the race in-person!

Chase took first place at The Great American Getaway 400 NASCAR Cup Series race at the Pocono Raceway this summer and we're excited to see his continued success as a *Lance* partner!



Winning the Day: Redzone and iObeya in Salem and Napoleon

As part of our Connected Factory initiative, our Salem, Ore. and Napoleon, Ohio teams have been piloting new digital tools to boost productivity and empower frontline operators. Both sites have successfully integrated two new applications that are already having a positive impact: Redzone and iObeya.

Redzone

This digital platform for plant floor operators provides real-time performance metrics to help meet clear targets. Operators can capture notes, start and stop runs, and upload photos directly into Redzone. It's connecting the floor to the actions we're taking to win the hour, win the shift, and win the day.

iObeya

This new platform digitizes the Daily Direction Setting (DDS) meetings and provides visuals for key performance measures. It's a complementary tool to support the OpEx ideologies we've already implemented.

Both sites continue to show great progress as they work through the phases of integration, and we're excited to add the tools to more sites in the coming fiscal year.

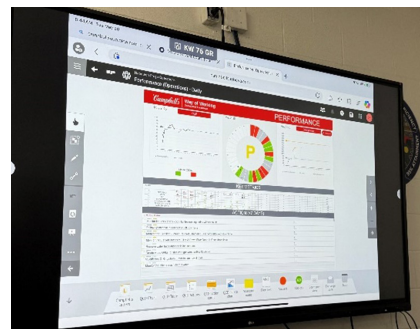


With iObeya, leadership now has visibility into plant priorities in a way we've never had before. We're just getting started, but we can already see the potential.

- Mark Miller, Associate Director, Site Operational Excellence, Maxton



Lydia Heilman in Napoleon shows how she uses Redzone on a Prego line.



An example of the iObeya digital direction setting boards in Napoleon.



GET TO KNOW Risa Cretella

Executive Vice President and
President of Meals & Beverages



Risa joined Campbell's in 2024 following the Sovos Brands acquisition and was named Executive Vice President and President of Meals & Beverages in February 2025.

Q: Why Campbell's?

RC: I'm passionate about food, building brands and creating high-performing teams, and Campbell's checks all those boxes. Our portfolio of brands is absolutely fantastic. The only thing better than our food is our people. As I continue to meet more of the team, I'm so energized by the talent and knowledge of our team and their dedication to making really, really good food.

Q: What are your favorite Campbell's products?

RC: I always joke that if you pricked me, I bleed Rao's. But jokes aside, I've been working on



infusing *Campbell's* condensed cooking soups into my classic family recipes. I added Cream of Chicken to my grandmother's enchiladas verdes recipe, and it was a huge hit with my family! I also love snacking on Pace queso straight from the jar with a bag of *Late July* tortilla chips.

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

RC: Lately, you can find me reading, cooking, and running. I try to read two classic novels per year, so right now I'm reading Ernest Hemingway's "A Farewell to Arms." I love running outdoors while listening to music. Fleetwood Mac, Backstreet Boys, Shaboozey, and Tate McRae have been on repeat lately!

Q: Tell us about your family.

RC: I live outside Charlotte, N.C. with my husband, Michael, our 12-year-old son, Vincent, and our Pitbull-Dachshund rescue pup named Scarlet.

Q: Favorite binge-worthy TV show?

RC: My guilty pleasure when I need to unwind is *Real Housewives* on Bravo. I like to call it bubblegum for the brain—something to watch when you want something light and entertaining!



Summer Sustainability

Efficiency wins in Charlotte, N.C. and
Downingtown, Pa.



Fixing these leaks
is projected to save
\$20,000
per year!

Edward Dalsing, Joe Wright, Yvonne Walker and Gabe Brinton led a two-day leak blitz event in Charlotte, N.C. where

they walked the plant floor in search of air, water, and oil leaks. They tagged nearly 50 for repair.

These events are a simple, high-impact way to reduce waste, cut costs, and improve efficiency.



This will save over **2.29 million**
kilowatt-hours of energy per year!

Ben Tatum (left middle) and **Jeff Semple** (right middle) recently helped Downingtown, Pa. receive a no-cost refrigeration assessment that uncovered significant energy and cost savings opportunities.

They identified 19 total projects that are expected to save \$137,200 annually.

A major milestone: SAP Go-Live in Austin

At the end of April, we entered the final stage of the Sovos Brands integration as the SAP program for *Rao's* and *Michael Angelo's* officially went live.

This means the brands are now fully merged into Campbell's SAP platform, strengthening alignment with the broader enterprise and laying a strong foundation for future growth.

On the first day, our teams were successfully buying, producing, selling, and shipping within the system. A huge High 5 to the cross-functional team that worked on this integration!

"Completing this project is a huge achievement for our organization, and reaching this key milestone would not have been possible without the dedication, hard work, and collaboration of an outstanding cross-functional project team." – Dre Collier, SVP & GM Foodservice, Canada & LATAM



Bloomfield team member celebrates 25th work anniversary!

In April, **Vinnie Thavykane**, packaging technician at the Bloomfield, Conn. plant, celebrated his 25th year at Campbell's! Over the years, Vinnie has developed a deep mechanical expertise that helps keep machines running without downtime.

"His knowledge in the packaging department is unmatched—he understands every machine from both a production and quality perspective," said **Roberto Arocho Jr.**, operations manager.

Congratulations, Vinnie, and thank you for your dedication and skill, and for the lasting impact you continue to have!



Accelerating Recognition through

HIGH 5

POWERED BY

Achievers

High 5 powered by Achievers is our new platform that allows for more frequent recognition of individual and team performance, as well as the celebration of birthdays and service anniversaries.

Recognize

Saying "thanks" goes a long way! Download the Achievers app and give a high 5, anytime, anywhere.

Reward

Award points for prizes and show your appreciation for above-and-beyond efforts. Everyone gets points to award, every month!

Celebrate

Birthdays and service anniversaries are automatically celebrated through Achievers. Give your colleagues a cheer!

Getting Started

Log in: Mobile app



okta



Note: To access from your personal mobile device, you must have Okta Verify app downloaded.

Profile

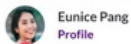
Personalize with a photo. Confirm notification preferences and privacy settings for birthday and service anniversary celebrations.



Points

Balance

The amount of points you have earned from others.



Eunice Pang
Profile

Points Balance

25,000

To Award

The amount of points you can give to others.



Larissa Bowers
Go to profile

Total points to award

1,000

Rewards

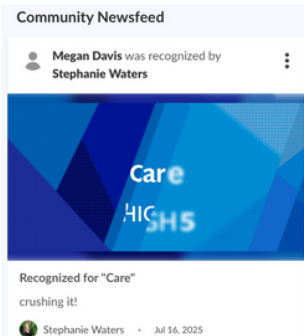
Visit the Marketplace to redeem your points balance for rewards.



Team feed

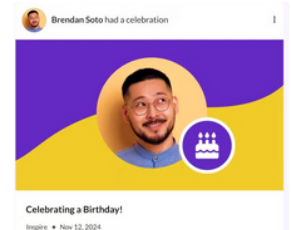
See recognition activity for your team.

Like and comment to show your support!



Celebration cards

Personalize recognition for service anniversaries, birthdays, or other events with an image, GIF, or a video. Invite others to sign, too!



Awards

Two ways to nominate colleagues:

Social recognition



- Recognize everyday behaviors.
- Say thanks for a great effort or a job well done.
- Encourage behaviors that lead to results/outcomes.

Points-based recognition



- Recognize results/outcomes.
- Connect results/outcomes with the company's success.
- Align with company values and encourage the results to be repeated.

Sending recognition

Follow these steps when recognizing your colleagues:

- Click the + Create recognition button in the top-right of your screen.
- Choose a recognition type (social or points-based).
- Search for and select who you want to recognize.
- Choose a Value that best aligns with your recognition.
- Explain why you are recognizing the recipient.
- Choose an image or a GIF to personalize your recognition.
- You may choose to share this recognition with others in the program.
- Preview and then post the recognition to the Newsfeed.

Help: Log-in issues, call: United States and Canada: 1-888-676-4687 / Mexico: 800-953-2782.

Chat or email: Click on your profile and select **Help**, then **Contact Us**.

C-WoW OpEx Kickoffs in Richmond and Wilsonville

Our Operational Excellence (OpEx) team has been working hard to expand this companywide approach to improving our supply chain and delivering sustainable world-class performance to our warehouses.

We recently launched C-WoW at our 7th and 8th warehouses: Richmond, Utah and Wilsonville, Ore. The teams are already busy implementing new approaches. Learn more below!

Richmond warehouse

The Richmond warehouse is a critical hub in our Snacks network, spanning 320,000 square feet over three locations.

The team is eager to drive change and shape the future logistics with a focus on outside storage and densification, losses and inventory analysis, labor, and yard optimization.

Wilsonville warehouse

Wilsonville plays a key role in advancing our Pacific Northwest distribution strategy with a 24/7 operation that spans 508,000 square feet (about nine football fields), with capacity for 41,000 pallets and 16 million cases annually.

The team is focused on redesigning the layout and operations to support future growth.



Richmond, Utah warehouse



Wilsonville, Ore. warehouse

Downers Grove team members celebrate 40+ year work anniversaries

Mirek Wymyslowski, maintenance manager and **Lester Cochran, manager of maintenance facilities** have worked together at our plant in Downers Grove, Ill. for over 40 years. They have been an invaluable part of our team.

Lester achieved 43 years at the plant and is getting ready to celebrate his retirement in September. He has held a variety of roles and has been a cornerstone of the Downers Grove family. He will be missed dearly!

Mirek recently celebrated his 45th anniversary! We are grateful for Mirek's hard work and dedication, and we look forward to the history he will continue to make.

High 5s to Lester and Mirek for everything that they have contributed over the years.



Mirek Wymyslowski pictured with Yvette Poole, director of site operations.



Lester Cochran, manager, maintenance facilities pictured on his favorite bike!

Meet our wheat farmers

In June, the corporate responsibility & sustainability and *Goldfish* brand marketing teams visited with farmers who grow wheat for Ardent Mills – one of our wheat suppliers.



Sunnyside Farms

Millville, NJ

Sal Tedesco is a third-generation farmer who began his relationship with Campbell's in 1979, peeling onions for our soups!



MacDougall Farms

Bangor, PA

Sisters Cathy and Ann Marie took over their father Barry MacDougall's farm in 2021 and now continue his legacy.

Beyond the check: The impact of our Community Impact Grants



Each year, The Campbell's Foundation provides funding for local nonprofits whose missions align with one of our three focus areas. Campbell's employees across our locations nominate outstanding organizations in their community to be considered for a Community Impact Grant.

Hear from our partners about what they were able to do with our 2024 grants and how our employees got involved:

The Lancaster County Food Hub (Denver, Pa.)

Beyond volunteering multiple times each year, Denver employees facilitated the donation of 30 large containers of new and gently used uniform clothing, ensuring quality apparel for our clothing bank.

Volunteers in Service to the Elderly (Lakeland, Fla.)

The local plant donates bread products for our annual Thanksgiving Meal Delivery for seniors in need (2,000 meals). Volunteers also assist with projects such as sorting, packing, and delivery of food and other essentials for our clients.

YMCA of North Central Ohio (Ashland, Ohio)

Expanded our programming with a farmstand and community gardens.

Meals on Wheels (Beloit, Wis.)

Campbell's has been partnering with Beloit Meals on Wheels for almost two years and is committed to providing a team of employees to deliver meals every Friday... Each and every one of us looks forward to our Friday deliveries.

In April 2025, the Foundation awarded \$920,000 in Community Impact Grants to 46 nonprofit organizations serving our communities.



← Scan the QR code to see the full list of our most recent grantees.



GET TO KNOW Elizabeth Dugan

Executive Vice President and President of Snacks



Elizabeth joined Campbell's in 2019 as the Senior Vice President of the Transformation Office, leading company strategy and was appointed Vice President and General Manager, Canada in 2021. She was named Executive Vice President and President of Snacks in May 2025.

Q: Why Campbell's?

ED: Campbell's makes incredible food and has such amazing brands. I love that my daughter Emma lights up when we see *Goldfish* on shelf or share a bag of *Kettle Brand* Chips – coming together over our food is what Campbell's is all about. At the end of the day, why I love working at Campbell's is the people. Our team is talented, passionate and experts at what they do. I truly believe that people are the foundation of all we do, and everything else – our food and brands, our performance, and our culture – all stem from what great things our teams can achieve working together.



Q: What is your favorite Campbell's product?

ED: Tough call! But probably *Milano Mint Chocolate* cookies — I could honestly eat a whole bag in one sitting. Fun fact: I think every one of my graduate school papers started with a bag of those cookies by my side.

Q: Tell us about your family.

ED: We're a family that's unconventional, but also tight-knit. I'm half-Chinese, half-Irish. My mom was a doctor, and my dad stayed at home and raised me and my sister, so I've had the privilege of learning firsthand from a strong female role-model, balancing family and work. My partner is Swedish, and my parents live in Canada and my sister in South Africa – so we do travel a lot! Our six-year-old daughter, Emma, and two teenagers, Oliver and Josie, are at the heart of all we do as a family. Being a parent is the most rewarding experience I've had in life, and I have so much fun with the kids!

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

ED: Is there free time when you have little kids? We take joy in the little things – Emma and I love to do crafts together, read and we're visiting the local kid-friendly areas in Philly, like the fantastic zoo!



It's a party! Pace launches Queso Party Bowls

Introducing *Pace's* latest bold innovation: *Pace Queso Party Bowls*. These ready-to-serve dips combine the rich flavor of real cheese with the convenience of a microwaveable bowl, making them a go-to for gatherings with friends and family.

The bowls are available in three craveable varieties:

- **Salsa Con Queso** – Real cheddar cheese with diced tomatoes, red, and jalapeño peppers
- **Queso Blanco** – White cheddar and Romano cheeses blended with cream cheese, tomatoes, and peppers
- **Jalapeño Popper** – Cheddar cheese, jalapeños, and bacon bits for a smoky, spicy twist

You can find *Pace Queso Bowls* at Walmart and Amazon, with expanded availability planned for later this year.

Want to try it?
Scan the code below for your chance to win a 3-pack!



Innovation Incubator

Have an idea for a new product or packaging?
Share it with the Innovation Team via this QR Code!



Care in Action: Our annual Days of Service

We had another fantastic turnout during our annual Days of Service campaign where employees across the company volunteered in their communities. Check out our employees' impact:

Impact by the numbers:



200+
service projects
completed



7,000+
volunteer hours recorded



2,500+
employee volunteers



100+
community organizations
supported



Maxton, N.C.

Team Maxton came together to fill 790 bags of food for students in need in schools across Robeson, Scotland, and Marlboro counties.



Goodyear, Ariz.

Team members from Goodyear volunteered with the St. Mary's Food Bank, helping to pack emergency food boxes distributed throughout Arizona to families needing assistance. Pictured from left to right (front row) are **Adrianna Valenzuela, Enrique Hernandez, Yarely Pineda**, (top row) **Jared Rice, Danielle Gianiorio**, and **Steve Waite** (not pictured).



Charlotte, N.C

A team from the Phillip Lance Center also joined Second Harvest Foodbank of Metrolina, one of The Campbell's Foundation Full Futures partners, to help with a mobile food pantry at Merry Oaks Elementary.



Bloomfield, Conn.

Rachel Sherman, Alina Bashir, Roberto Arocho Jr. (pictured left to right), along with other members of the Bloomfield team, volunteered with The Campbell's Foundation partner, Connecticut Foodshare, by sorting 2,750 pounds of potatoes – contributing to 2,291 meals.



Charlotte, N.C.

Nadage Lulendo and Marcia Diamond (left to right) and other dedicated volunteers came together to package toiletries for Roof Above, a local shelter in Charlotte.



Austin, Texas

Austin team members, **Patrick Kessener, Elaine Cosme, Daniel Juarez, and Jacob Field** (pictured from left to right) volunteered at the Central Texas Food Bank. Along with others, they sorted and bagged 9,000 pounds of sweet potatoes.



Richmond, Utah

The Richmond team volunteered at The Park Bench, a senior center for community members. Pictured from left to right in red are **Melissa Vanover, Bruce Nelson, Wyatt Ekblad, Dason Pilling, and Dave Gerrard.**



Lakeland, Fla.

The Lakeland team spent time at VISTE (Volunteers in Service to the Elderly), a recent recipient of one of The Campbell's Foundation's community impact grants.



Lance crackers are hot!

Lance takes on the iconic Southern spicy sandwich just in time for tailgate season with the launch of *Lance Nashville Hot*.

The new limited-edition crackers deliver a kick that's savory, tangy, and satisfyingly spicy. A punch of creamy cheddar, bold heat, and a dill pickle zing come together in every bite between *Lance's* signature Toast Chee crackers. These are available in stores now!

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

Meet the New V8 Energy Drink Mix

There's something brand new from V8—V8 Energy Drink Mix! This innovation takes everything people love about V8 Energy and brings it into a new powdered format and into a new space: the drink mix aisle! It's the same steady energy you expect from V8 Energy, now in a portable stick format.

The mix comes in three delicious flavors:

- Pomegranate Blueberry
- Peach Mango
- Strawberry Lemonade

And a huge High 5 to the cross-functional team who worked tirelessly to bring this innovation to life in record time!



Scan the QR code for a chance to win a V8 Energy branded Owala water bottle and a pack of each new flavor!



From Campbell's Archives

Did you know? When a 1950 nationwide survey revealed that the most popular school lunches included soup and dessert, we launched our first-ever back-to-school campaign. In the 1960s and 70s, these campaigns began including licensed lunchboxes and thermoses—perfect for keeping Campbell's soup warm!

