



Consumer Response Center
One Campbell Place, Box 26B
Camden, NJ 08103-1799

January 31, 2011

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Ms. XXXXX XXXXXX,

Thank you for taking the time to contact Mr Carpenter. For over 100 years the Campbell Soup Company has had the privilege of providing wholesome, great tasting, nourishing products to our loyal consumers. We are aware that there are many choices available today and we are appreciative when it is our product you choose to enjoy and share with your family and loved ones. Every effort is made to use the finest ingredients and develop the greatest selection of products, all at a great value.

With this in mind, it must be said that the trust we have cultivated and developed over the years with our consumers is not worth compromising to cut costs or increase profit margins. Rest assured we deal with only the most reputable suppliers who meet our high quality and rigorous safety standards.

In order to ensure that our products are safe and wholesome, we have designed our Quality Systems to effectively manage our ingredient statements to ensure proper labeling. We will continually review our manufacturing practices as well as labeling regulations with the ultimate goal of consumer safety in mind.

Ms. Gorey, we again thank you for the compliment you pay us by contacting our company for information. We value consumer comments like yours because they help us become more aware of consumer considerations.

Sincerely,

A handwritten signature in black ink that reads "Susan Baranowsky". The signature is written in a cursive style with a large, prominent "S" at the beginning.

Susan Baranowsky
Director Consumer Affairs

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