

MenuSource™

WINTER 07/08

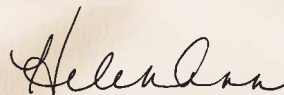
Count On Us... For Mealtime Possibilities

Here's to Excellence

I am delighted to tell you that the Campbell Company of Canada has received the Award of Excellence from Blood Pressure Canada, a nationally recognized, non-profit coalition whose goal is to prevent and control high blood pressure. We're very proud to be recognized for our proactive approach to reducing sodium levels in our products, and our active participation in the Health Check™ program. Close to 100 of our Foodservice and Retail products now carry the Health Check™ symbol...with more to come.

At Campbell, we work hard every day to make a healthier choice an easier choice for Canadians. Those who work in healthcare foodservice share this imperative—and that's why we make such a great team! On behalf of everyone here, thank you for your valued partnership. Best wishes to all for a healthy, nutritious and excellent 2008.

Warm regards,



Helen Ann Dillon, RD, MSc.
Director, Non-commercial FoodService

Food Allergy vs. Intolerance

*What's the latest news on food allergies and intolerances?
MenuSource™ recently spoke with a noted expert about these complex health conditions.*

“Eight to ten per cent of North Americans aged 10 and under have food allergies. By adulthood this drops to 2%. With food intolerances, the statistics are more vague,” says **Doctor Janice Joneja, Ph.D., RD**. “We estimate that 50% of the population over 30 suffers from a food intolerance.”

The British Columbia-based **Food Allergy Consultant** began her career over 30 years ago with a Ph.D. in Medical Microbiology and Immunology, and then earned her Registered Dietitian credentials. For twelve years she headed the Allergy Nutrition Program at Vancouver Hospital and Health Sciences Centre, “applying the science learned in the lab to her work with everyone from pregnant mothers to the very elderly.”

“We've learned a lot about food allergies since the dark days of the 1970s when many medical practitioners denied their existence!” Janice says. “And there's still a lot to learn. But our knowledge of food intolerances is absolutely miniscule in comparison.”

She strongly advocates more research into intolerances because, “whereas allergies can create life-or-death situations, food intolerances—particularly in the elderly—are all about *quality of life*. The fear of feeling ill, combined with not knowing which food is actually at fault, causes many people to unnecessarily limit their diets. This can also contribute to weight loss and wasting in the elderly.”

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you by:



In This Issue...

- It's time you changed your thinking about soup.
- Traditional or trendy? New branding offers operators two powerful choices.

What's a food allergy?

In an allergic reaction, the immune system responds to a food as it would to a virus or bacteriological threat. Allergy testing enables doctors to diagnose 50% of allergies. Symptoms can range from hives and a swelling of tissues around the eyes and mouth...all the way to life-threatening anaphylaxis. Even consuming a minute amount of the culprit food may trigger a reaction in very sensitive individuals. Many of us outgrow our allergies as we get older.

Looking at Latex

"The primary latex sensitization event is usually a dermatitis experienced by a person wearing latex gloves. The latex allergen enters through a break in the skin—or is inhaled—and the allergy can become systemic." Here's where the story gets more complicated. "Certain foods have the same antigen structure (the protein that triggers an allergic reaction is known as an antigen or allergen) as latex and can set up an immunological response when consumed." This means that those with latex allergies must often avoid eating foods such as bananas, celery, avocado, mango and others.

Oral Allergy Syndrome

"The person with a pollen allergy can develop this Syndrome because certain foods in raw states have a similar antigen to pollen. The antigen acts like a key in a lock and 'turns on' an allergic response when the food touches the mouth." A rash around the lips, swelling, even throat tightening can result. Apples, carrots and stone fruits are often at fault or, in the case of a ragweed allergy, melons and zucchini. "But the triggering foods can usually be safely consumed in a cooked state because cooking alters their antigen structure."

What about food intolerances?

Unlike allergies, food intolerances do not involve the immune system. They are usually a reaction to a food additive, naturally occurring chemical, or ingredient that the body cannot metabolize (use in its essential processes) efficiently. There are no diagnostic tests for food intolerances. Only a monitored elimination diet, in which foods are gradually re-introduced, will pinpoint the culprit food.

We're often able to handle a small amount of a certain food—but eat too much and trouble begins. Symptoms tend to be chronic, not acute. "People will suffer from digestive tract upset, irritation of the skin, headaches and so on. It's a very individual process, with wide-ranging responses."

Intolerances and the Aging Digestive System

Another key difference is that people tend to be more prone to intolerances with age. "Our aging digestive systems no longer metabolize foods well. We stop producing enough enzymes and gastric acid to efficiently break the food components down." Instead, more food residue passes into the colon and ferments there, raising the risk of an intolerance reaction, as well as digestive tract infections, including *Clostridium difficile*.

Some medications, such as over-the-counter antacids, further decrease the digestive effect of acid in the stomach.

Histamine Intolerance

Histamine intolerance occurs when we lack sufficient enzymes to break down histamine, whether it's produced in the microbial flora of the large intestine, or from dietary sources. Symptoms include headaches, dizziness, hives, itching, tissue swelling, increased heart rate and asthma in asthmatics. "Reducing consumption of histamine-containing foods like strawberries, tomatoes, shellfish and many fermented foods may decrease the level of excess histamine to below the symptom range."

Lactose Intolerance

"Eighty per cent of adults develop lactose intolerance, which arises when our bodies don't produce enough lactase in the lining of the small intestine to digest the lactose sugar in milk." People who are lactose-intolerant can consume milk proteins without any problem and therefore do not have to avoid all milk products. "Hard cheeses (from which the lactose is removed in its manufacture), a certain amount of yogurt with live culture, and milks such as Lactaid® and Lacteeze® in which the lactose is predigested, are usually well-tolerated."

What's ahead?

- On the allergy front, scientists are investigating whether, by altering the structure of antigens in food, they can remove allergy triggers.
- For food intolerance sufferers, there is some hope for probiotics that establish new microbial flora in the large bowel, reducing fermentation.

In the end, Doctor Joneja's message is simple...

"No matter how complex their food sensitivities, everyone must have, and can have, a balanced diet. The simplest way is to remember that every meal should contain at least one item from each of the three main nutrient groups—meats and alternatives, grains and starches, fruits and vegetables.

Whatever is taken out of the diet due to allergy or intolerance should be replaced with the equivalent to provide those three components."

Knowledge is key!

Learn more...

- Find Fact Sheets, links to other resources, PowerPoint Presentations including Diet and the Aging Digestive Tract, and more at Doctor Joneja's website...
www.allergynutrition.com
- The Health Canada website...
www.hc-sc.gc.ca/dc-ma/index_e.html



Doctor Janice Joneja, Ph.D., RD is the author of six books on food allergies and intolerances, including *Dealing with Food Allergies* and her most recent, *Dealing with Food Allergies in Babies and Children*.

Readers are invited to contact her at
Vickerstaffhs@allergynutrition.com

Introducing Campbell's® *NEW* consumer-driven Soup Collections

It's time you changed your thinking about soup...We did.

We've regrouped our entire soup portfolio into four simplified Collections—to make it easier for you to menu the soups that will sell best. Now you can match soups to your consumers' profiles...increasing consumer satisfaction and soup profits.



Your consumers' lifestyles vary. Menu the soups that match.

Maybe you'll menu mostly Classic soups, like French Canadian Pea and Country Vegetable—but add a Premium selection, such as Verve® Creamy Coconut Chicken on Fridays when consumers are feeling self-indulgent.

Or you might feature Southwest Lentil, Thai Vegetable and others from the Wellness Collection during the post-holiday season—for patrons who over-indulged all December. Campbell's Soup Collections make it easy for you to create a varied menu that meets everyone's needs and desires.

FREE to Operators—OptiMenu™ Patron Profiler

Plan your optimum soup rotation using this innovative tool that's available online or from your Campbell representative. In minutes you'll have detailed soup recommendations for your facility.



Premium

Soups that offer the ultimate indulgence. For consumers who crave premium, chef-quality soups—and are willing to pay a premium for it. Includes Verve® exceptional soups.



Global

Flavourful soups from around the globe that add international flair to your menu. For consumers who expect authentic, on-trend tastes. Includes Campbell's® Frozen Condensed varieties.



Wellness

Great-tasting soup choices for consumers who want to embrace more balanced lifestyles—it's nutritious, balanced with delicious. Includes Campbell's® Eating Smart® soups and V8® Inspired Soups.



Classics

The all-time favourites your consumers know and love—for those who desire comfort and familiarity from their soup. Includes Campbell's® Condensed 48 oz. soups and Frozen Condensed varieties.

Rethink Soup™. Think Campbell's.

Visit www.rethinksoup.ca or call your Campbell representative today.
1-800-461-SOUP (7687)

Can the right branding influence the decision to buy soup?

The answer is **YES!**

In 2007, Campbell's went to the experts—250 foodservice consumers in Canada and the US—and asked **them** to select the branding that would enhance their soup-buying experience. The result...

Patron-focused branding for patron-focused Soup Collections
Maximize soup profits by selling the soups your consumers want to buy—enhanced with branding that's already consumer tested.

Two all-new *consumer-tested* branding logos for Foodservice!
Your choice of...



“Both concepts are very strong,” says Product Manager Wendy Harris.

“These are the logos that *speak directly* to the consumer and really address their needs, whether for the traditional approach or the trendy. We tested ten logos in all and these two scored significantly higher than the rest for ‘appeal of logo’ and ‘perceived soup quality.’

Consumers were also polled for ‘purchase intent.’ Again, these two logos scored very high with respondents. Over 80% stated that they would be ‘likely to purchase soup’ after seeing these logos.

Campbell's® brand passes the test

Consumers were shown all the test concepts two ways—with and without the Campbell's® logo. **Every single logo scored higher when it included the Campbell cornerstone.** “Consumers really trust the Campbell's® brand so having it as part of the logo should really help operators sell more soup.”

- ✓ Soup's potential profit margin—over 60%.¹
- ✓ Selling 20 bowls of soup a day could yield an annual profit of \$16,717.²
- ✓ Soup can boost an average cheque by over 33%.³
- ✓ Consumer satisfaction jumps by 12% when soup is included with a meal.⁴

Boost profits...by boosting your brands.
Choose the logo that *speaks to your patrons.*



Contact your Campbell representative and ask about the eye-catching kettles and signage available for both new brands.

1. Foodservice Research Institute, February 2005.
2. Based on \$0.70 cost/\$2.99 sell (\$2.29 profit per bowl).
3. Ontario Restaurant News, February 2002.
4. NPDI Group, February 2007.

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