

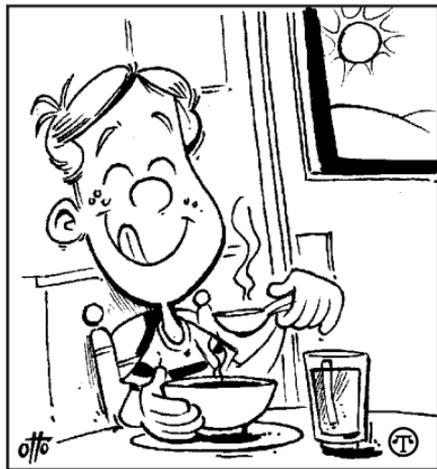
Pointers For Parents

Bringing Fun To An Unexpected Place—Your Soup Bowl

(NAPSA)—North, south, east or west, it's no secret that parents and kids don't always agree on what makes a good meal. A recent nationwide survey of parents with kids aged two to 12 commissioned by Campbell Soup Company discovered that over 60 percent of respondents say mealtime can be a challenge in their household. For every day of the week, parents struggle to find creative solutions that will satisfy everyone's needs. While the kids may prioritize shapes and textures, parents need to feel they've got a variety of quality, wholesome meal options to put on the table. So how do parents overcome what sometimes feels like an impossible mission?

According to the survey, parents are getting creative when it comes to encouraging their children to eat what's on the table. For example, the survey found that over 40 percent of respondents use incentives like special dishes or crazy straws to tempt their children to the table.

To make mealtime less daunting for busy parents, Campbell has added two new varieties to its Fun Favorites line of condensed soups. Campbell's® Chicken Goldfish® and Campbell's® Tomato Goldfish® soups could be the key to restoring harmony to your table today—via your child's soup bowl.



Everyone will be in sync as kids eagerly dive into soups that are packed full of entertaining shapes. The new Fun Favorites varieties combine Campbell's two most popular soups—Tomato and Chicken Noodle—with pasta shaped like the lovable Pepperidge Farm® Goldfish® crackers, a snack popular with kids. Other soups in the Fun Favorites line will entice moms and kids alike with playful shapes such as new Dinosaurs and perennial favorites Alphabets, NoodleO's®, Stars, Mega Noodle and Curly Noodles. Look for all nine varieties in the new “kids area” of the condensed soup section.

For more information on Campbell's line of Fun Favorites soups and more colorful mealtime tips, please visit www.campbell-soup.com/FunFavorites.