



## **IGNITE™ - NEW FOOD FOR ACTIVE CANADIANS: CAMPBELL'S LAUNCHES FROZEN MEAL INNOVATION**

**Toronto, ON, July 13, 2004** – The freezer aisle is about to heat up as Campbell's launches *Ignite™*, Canada's first and only frozen meal designed with nutrition in mind and targeted to active Canadians and athletes. The first of its kind in the frozen meal category, *Ignite™* meets the needs of both 'weekend warriors' enjoying sport and exercise and those training for more intense competition. These new meals deliver exceptionally great taste and are a welcome convenient meal solution – especially for the 25 per cent of Canadians who claim they are too busy and stressed to eat healthy, according to a recent poll by Leger Marketing.

"Canadians, particularly those who are physically active or competitive, are truly time-starved," said Susie Langley, a Registered Dietitian specializing in sports nutrition and an official service provider to the Canadian Sport Centre-Ontario currently helping to prepare several Canadian athletes en route to Athens. "Convenient and healthy foods that help us get out of the starting gate faster are in demand. New innovations, such as *Ignite™*, ease the pressures of our hectic lives, and let us spend more time at the gym focusing on training."

*Ignite™* is the only frozen meal positioned for active individuals – delivering protein to help build and repair muscles, vitamins and minerals, and food energy – all consistent with the nutrition considerations for active adults and sports competitors.

"The key difference between *Ignite™* frozen meals and other sports nutrition foods, such as protein and energy bars, shakes and gels, is that *Ignite™* not only tastes great, it also has the benefit of delicious whole food ingredients including pasta, rice or potatoes, chicken, sausage or legumes and two servings of vegetables," said Andrea Dunn, Senior Research Technologist and Nutrition Scientist, Campbell Company of Canada and Campbell's Nutrition and Culinary Institute. "*Ignite™* is an ideal and convenient option to help active Canadians meet their energy needs with traditional food."

Each 425 to 450 gram serving of *Ignite™* provides 420 to 490 kcal to help meet the increased energy requirements resulting from exercise. The protein in *Ignite™* helps build and repair muscle tissue following exercise and 16 essential vitamins and minerals, including the B-complex vitamins involved in energy production, to ensure the energy source is nutrient dense. *Ignite™* is a healthy meal choice, meeting specific fat and sodium criteria allowing it to qualify for the Heart and Stroke Foundation of Canada's Health Check™ logo. These nutritional benefits are the result of carefully selecting the whole food ingredients in *Ignite™* to deliver the optimal profile.

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*Ignite™* frozen meals take only seven minutes in the microwave to prepare or 40 to 45 minutes in the oven. *Ignite™* is available in five mouth-watering varieties: Chicken alla Parmigiana; Creole Chicken; Zesty Chicken with Roast Potatoes; Penne & Sausage Marinara; and a vegetarian offering, Indian Vegetable Masala. Each variety combines nutrition and convenience with inspired cuisine, delivering a taste for every palate.

“The biggest challenge with both full-time working adults and elite professional athletes is finding the time for good nutrition,” said Barrie Shepley, Coach of Canada’s National Triathlon Team and President, Personal Best & Performance – an integrated health and performance management firm. “*Ignite™* can meet my athletes’ needs – enough calories, nutrients, great taste and ready in minutes. I do believe *Ignite™* can be a significant contributor to my athletes’ long-term success.”

“*Ignite™* is the first product line developed by Campbell’s Nutrition and Culinary Institute (CNCI – [www.campbellwellness.ca](http://www.campbellwellness.ca)) – a team comprised of experts, including nutrition and food scientists, Registered Dietitians, and culinary professionals committed to promoting good health and balanced lifestyle through the development of great tasting, convenient food solutions. This is the foundation upon which *Ignite™* was built, and we’re proud to be a market leader in the promotion of healthy living,” said Steven Graham, Director, Research and Development, Campbell’s. “The name *Ignite™* embodies readiness, empowerment and motivation. Campbell’s challenges every Canadian to participate – become active and make healthy meal choices.”

*Ignite™* is now available nationally in the frozen food section of the grocery store, for a suggested retail price starting at \$4.79.

#### **CAMPBELL COMPANY OF CANADA:**

Headquartered in Toronto, Ontario, Campbell Company of Canada employs approximately 1,500 people across the country and is committed to providing Canadians with nutritious, great tasting and convenient food choices. Campbell Company of Canada is a division of Campbell Soup Company based in Camden, New Jersey. In Canada, Campbell operates two food manufacturing facilities: a Toronto, ON-based heat processed soup plant; and a Listowel, ON-based frozen, foodservice and specialty food plant. Campbell Company of Canada manufactures and markets products in Canada under recognized brands, including the ever popular Campbell’s® Condensed and Ready to Enjoy soups, Gardennay®, Habitant®, Chunky®, *Ignite™*, Bistro®, Pace®, Godiva®, Pepperidge Farm®, V8®, V8® VGo™ and V8 Splash®.

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