



Nourish Fact Sheet

Nourish

Nourish is one of Campbell Canada's most meaningful products to date. Created to help address the growing issue of hunger in Canada and abroad, Nourish is a complete meal with a full serving of three food groups as per *Canada's Food Guide*. It delivers vegetables, fibre and at least 18 g of protein, thanks in part to a uniquely Canadian whole grain innovation. Developed by Agriculture and Agri-Food Canada scientists and grown exclusively in Manitoba, these 'Naked Oats' help contribute nutrients such as protein, iron, and calcium to the Nourish meals.

A first-of-its kind product, Nourish was designed to be a reliable and appealing food source for those who prosper and those in need. Each 425 g can of Nourish has a pop-top lid, 24-month shelf-life, can be enjoyed heated or at room temperature and doesn't require the addition of water, making it an ideal solution for food banks in Canada or in disaster-relief situations around the world.

Campbell Canada will make Nourish available in two delicious varieties: Six Vegetable Grain Hearty and Chicken Bean. Each variety of Nourish meets requirements to carry the Health Check symbol.

Six Vegetable Grain

- 2 Full Serving of Vegetables
- Full Serving of Grains
- Full Serving of Meat and Alternatives
- 18 g of Protein
- Made with 100% Whole Grain
- Halal-certified
- Very High in Fibre
- Excellent source of Iron and Zinc

Hearty Chicken Bean

- Full Serving of Vegetables
- Full Serving of Grains
- Full Serving of Meat and Alternatives
- Made with 100% Whole Grain
- Source of Protein
- Very High in Fibre
- Excellent source of Iron and Zinc

Industry Collaboration

Campbell Canada is launching Nourish with an initial donation of 100,000 cans to Food Banks Canada, with the help of key suppliers Keystone Foods, McCormick Canada, Norampac and Silgan Containers, who donated ingredients and materials including the chicken, spices, corrugate cases and can containers, as well as the support of Pulse Canada. Moving forward, Campbell is looking at ways to make the product available at key retailers so that sales of Nourish can help to fund future donations. The company will also continue to work with industry, government and international organizations to explore opportunities to make Nourish more widely available to those in need.

Help donate healthy meals to food banks in Canada

Campbell Canada is asking Canadians to join in their efforts to alleviate hunger by learning more about Nourish at Facebook.com/CampbellCanada and sharing their reactions, support and ideas for the future of Nourish. By getting involved, Canadians can trigger a donation of Nourish to Food Banks Canada. There are four ways to help: **Watch** a short video about Nourish on Facebook; **Share** the video with friends; **Discuss** Nourish on Facebook with a comment or on Twitter using the #Nourish hashtag; and **Like** the video or the Campbell Canada Facebook page.

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For more information, please contact:

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