

KOA, Campbell's® Chunky® Partnership Brings New Product to Select Campgrounds

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Kampgrounds of America is partnering with Chunky to offer camping-themed soup cans at participating campgrounds.

BILLINGS, Mont. (Jun. 14, 2022) – Kampgrounds of America, Inc. (KOA) and Campbell's® Chunky® are bringing special camping-inspired soup cans to campgrounds across the United States. Campers at 100 KOA's will be among the first to try Campbell's Camp Chunky which features classic soups in limited time-only cans that feature a camping motif.

Campbell's Camp Chunky cans inspire consumers to fuel their adventure through two limited-time-only labels, featuring fireside favorites, Classic Chicken Noodle Soup and Steak and Potato Soup. Each can of the convenient heat-and-eat soup offers a mealtime option that contains 13 grams of protein to help campers fill up right after a day of adventure.

"Our new camping limited-time labels offer a nutritious and convenient meal option for campers to enjoy around the campfire all season long," said Mark Tumelty, vice president of marketing, Soup and Broth, Campbell Soup Company. "Through our partnership with KOA, we're excited to share with consumers new moments to enjoy Chunky that expand eating occasions outside of cold weather months."

Celebrating 60 years of helping campers make memories in 2022, the KOA and Chunky partnership connects two brands long synonymous with camping.

"Millions of Americans hold a special place in their hearts for the KOA and Campbell's brands," said Diane Eichler, KOA's vice president of marketing. "At KOA, outdoor hospitality is our trademark, and what better way to extend hospitality to our campers than with the world's best-known comfort food, Campbell's Soup."

ABOUT KAMPGROUNDS OF AMERICA

[Kampgrounds of America](#), Inc. (KOA) is the world's largest system of open-to-the-public campgrounds with 525 locations across the U.S. and Canada united under the mission of "connecting people to the outdoors and each other." Over the course of 60 years, KOA has been the definitive industry leader in outdoor hospitality. KOA's family of campground brands – KOA Journey, KOA Holiday and KOA Resort – offer sites and amenities designed for every type of camping experience. In addition to unrivaled brand visibility, KOA offers campground owners unparalleled support, marketing, and technology. The company's proprietary reservation software, K2, delivers campgrounds a competitive advantage within the market. Founded in 1962 in Billings, Mont., KOA now serves more than a million camping families each year, who rely on the standards of excellence and unique outdoor adventures for which KOA is known. For more information, visit [KOA.com](#).

ABOUT CAMPBELL SOUP COMPANY

For more than 150 years, Campbell (NYSE: CPB) has been connecting people through food they love. Generations of consumers have trusted Campbell to provide delicious and affordable food and beverages. Headquartered in Camden, N.J. since 1869, Campbell generated fiscal 2021 net sales of nearly \$8.5 billion. Our portfolio includes iconic brands such as Campbell's, Cape Cod, Goldfish, Kettle Brand, Lance, Late July, Milano, Pace, Pacific Foods, Pepperidge Farm, Prego, Snyder's of Hanover, Swanson and V8. Campbell has a heritage of giving back and acting as a good steward of the environment. The company is a member of the Standard & Poor's 500 as well as the FTSE4Good and Bloomberg Gender-Equality Indices. For more information, visit [www.campbellsoupcompany.com](#) or follow company news on Twitter via [@CampbellSoupCo](#).