



THE SUMMER OF SUPER GRAINS

Rising food star Kelsey Brown debuts seven irresistible summer recipes featuring Campbell's broths

TORONTO, ON, June 23, 2014 – To help Canadians ‘grain momentum’ with their summer entertaining, Campbell Canada has joined culinary forces with top North American food blogger Kelsey Brown of Happyolks.com to declare this the ‘summer of super grains.’ Together, Campbell Canada and Kelsey are releasing seven delicious recipes that focus on seasonal produce, an eclectic mix of healthy super grains, and her essential flavour-boosting pantry item – *Campbell's*® Ready to Use Broths.

“Chefs often like to use ingredients such as cream and butter to elevate their dishes,” says Kelsey. “However, in the warm summer months, when we’re looking for lighter fare, I like to use *Campbell's* broth because it adds a boost of flavour yet keeps dishes, like grains, light tasting and refreshing.”

Kelsey’s summer grain creations reflect her whimsical style of mixing new, exciting flavours into classic pairings. Each recipe starts with *Campbell's* Vegetable or 30% Less Sodium chicken or beef broths as the foundation to infuse flavour into super grains like pearl barley and farro. She then adds some creative flare with fresh summer produce and ingredients like parmesan, apricot, jalapeño and mint to give each recipe its own exciting flavour profile.

“More and more Canadians are cooking with grains in the summer and turning to broth to help enhance flavour,” says Moya Brown, Senior Marketing Director, Campbell Canada. “*Campbell's* broths are prepared right here in Canada using quality ingredients, and with all natural flavours and no artificial colours, it’s easy to see why *Campbell's* is the number one selling broth in Canada.”

You can find all of Kelsey’s recipes at www.cookwithcampbells.ca. Recipes include:

- Shaved Fennel, Orange, Candied Pecans and Toasted Millet
- Zucchini Ribbons, Millet, and Pine Nuts with Herb Dressing
- Roasted Spring Carrots over herbed Kamut with Horseradish Yogurt Sauce
- Fresh Apricot, Jalapeño, Mint Quinoa Salad
- Roasted Vegetable, Gorgonzola, Pearl Barley Salad
- Farro Caprese Salad
- Thai Quinoa Salad

“My goal with these recipes was to show Canadians how easy it is to switch things up for summer: just grab your favourite broth, simmer with a healthy grain, and top it off with what’s in your garden or favourite local fresh ingredients,” says Kelsey. “How easy, and delicious, is that?”

Campbell Canada is calling home chefs from across the country to join them in celebrating ‘*the summer of super grains*’ by recreating one of Kelsey’s recipes and uploading a photo to [facebook.com/CampbellCanada](https://www.facebook.com/CampbellCanada) for a chance to win a \$1,000 culinary shopping spree, limited edition *Campbell's* swag and a year’s supply of *Campbell's* broth.

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About Kelsey Brown

Kelsey lives in Denver, Colorado and began her popular recipe blog, www.happyolks.com, in 2011 after an inspiring culinary adventure in Africa and Asia. Passionate about original, healthy recipes and featuring fresh ingredients, Brown has attracted a sizeable following of fans from around the world on her [blog](#), [Facebook](#), [Instagram](#), and [Twitter](#) accounts.

About Campbell Company of Canada

Campbell Soup Company is a global manufacturer and marketer of high-quality foods and simple meals, including soup and sauces, baked snacks and healthy beverages. Founded in 1869, the company has a portfolio of market-leading brands, including *Campbell's*®, *Pepperidge Farm*®, *Arnott's*® and *V8*®. With a soup plant located in Toronto, ON, Campbell Company of Canada is a subsidiary of Campbell Soup Company. Through its corporate social responsibility program, the company strives to make a positive impact in the workplace, in the marketplace and in the communities in which it operates. Campbell is a member of the Standard & Poor's 500 and the Dow Jones Sustainability Indexes. For more information, visit www.campbellsoup.ca.

NO PURCHASE NECESSARY. Contest starts June 23, 2014 at 8:59:59 AM ET and ends July 14, 2014 at 11:59:59 PM ET. Open only to legal residents of Canada 18+, excluding residents of Quebec. Official contest rules available at <http://bit.ly/1icx1Fi>. Void where prohibited.

For more information, please contact:

Emma Bray
com.motion
416-847-2307 / 647-330-5875
ebray@causeacommotion.com