

CASE STUDY: CAMPBELL'S

Bringing Elevated, Efficient Corporate Dining to Life

WHITE
LABEL



ABOUT CAMPBELL'S



Campbell's is a global food company with a legacy of quality and innovation, offering a broad range of soups, sauces, and prepared foods trusted by operators and consumers alike.

ABOUT SODEXO



Sodexo helps companies create workplaces people love coming to. Its workplace experience brand, Sodexo WRX, delivers a holistic approach to hospitality that enhances employee satisfaction, food experiences and workplace culture. The WRX portfolio spans large B&I clients, financial institutions, technology firms, pharmaceutical and biotech companies, and leading energy organizations.

SEGMENTS



Corporate
Dining



Business &
Industry

THE CHALLENGE

Campbell's wanted to create a cool, welcoming space where employees could comfortably connect and collaborate at its Camden, NJ headquarters. The team envisioned something new and exciting—a dining experience that went beyond the traditional café. They named the new café Maggie's Place, honoring Margaret Rudkin, founder of Pepperidge Farm—a nod to Campbell's rich heritage of great food and inspiring innovation.



PROBLEMS & PAIN POINTS

- ⚠ Campbell's needed a way to enhance employee experience through great food without requiring major infrastructure and staff investment
- ⚠ Sought a menu solution that balanced quality with speed and efficiency
- ⚠ Wanted a distinct, seamless offering that complemented but didn't compete with the existing café menu.

WONDER'S SOLUTION

- 💡 Wonder for Business turnkey food program gave Sodexo and Campbell's a flexible, efficient solution to cook items proprietarily programmed with the DoubleBatch TurboChef
- 💡 Seamless back-of-house installation required minimal space and setup, creating a fast, efficient operation
- 💡 Expanded menu options like pizza, fries, and chicken parm were introduced seamlessly, requiring minimal prep while enhancing the overall dining experience.

KEY RESULTS



Launched in March 2025 following an easy on-site training and installation, operating three days a week. Maggie's Place featured six Wonder for Business menu items, with added flair from Modern Recipe, Sodexo's foodservice brand



Menu items were priced at market value and distinct from café offerings, ensuring no cannibalization of existing sales



Generated over \$15,000 in sales within the first phase while reducing café lines and delivering a unique food experience for employees



Helped reinvigorate the on-campus experience, aligning with Campbell's mission to bring people together through food