

CAMPBELL SOUP CO
Form DEFA14A
October 15, 2018

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 14A

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange Act of 1934

Filed by the Registrant
Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Materials Pursuant to sec. 240.14a-11(c) or sec. 240.14a-12

Campbell Soup Company

(Exact Name of Registrant as Specified in its Charter)

Payment of Filing Fee (Check the appropriate box)

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.1

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Tule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:

PLEASE INDICATE YOUR PROPOSAL SELECTION BY FIRMLY PLACING AN "X" IN THE APPROPRIATE NUMBERED BOX WITH BLUE OR BLACK INK ONLY. SEE VOTING INSTRUCTIONS NO. 3 ON REVERSE A/C: SIGNATURE(S) DATE E52239-Z73421-MGTY 1. WITHHOLD ALL NOMINEES FOR ALL NOMINEES WITHHOLD AUTHORITY TO VOTE FOR ANY INDIVIDUAL NOMINEE. WRITE NUMBER(S) OF NOMINEE(S) BELOW. FOR AGAINST ABSTAIN FOR AGAINST ABSTAIN CAMPBELL SOUP COMPANY

11/29/18 ----- THE BOARD OF DIRECTORS RECOMMENDS YOU VOTE FOR ALL OF THE NOMINEES IN ITEM 1 AND FOR ITEMS 2 AND 3. 1. Election of 12 directors for one-year term expiring at the 2019 Annual Meeting: Nominees: Mary Alice D. Malone Sara Mathew Keith R. McLoughlin Nick Shreiber Archbold D. van Beuren Les C. Vinney CAMPBELL SOUP COMPANY 2018 Annual Meeting of Shareholders This Gold Voting Instruction Form is Solicited on Behalf of the Campbell Soup Company Board of Directors You are receiving this voting instruction form because you are a participant in the Campbell Soup Company 401(k) Retirement Plan (the "Plan"). This voting instruction form hereby revokes all voting instruction forms previously given. When properly executed, this voting instruction form will be voted in the manner directed herein. As a participant in the Plan, you have the right to instruct the respective trustee of the Plan to vote all shares of Campbell Soup Company Stock in the undersigned's Plan account at the aforesaid Annual Meeting and at any adjournments thereof, on all matters coming before the meeting, including the proposals referred to below. If you do not provide voting instructions by 8:00 a.m. Eastern Time, on November 26, 2018, the trustee will vote your shares in the same proportion as the shares of other participants for which the trustee has received proper voting instructions, except as otherwise required by the Employee Retirement Income Security Act of 1974, as amended ("ERISA"). Your vote will be kept confidential. YOUR VOTE IS VERY IMPORTANT — PLEASE VOTE TODAY 2. 2. Ratification of the appointment of PricewaterhouseCoopers LLP as our independent registered ---->>> public accounting firm for fiscal 2019. 3. 3. Approval of an advisory resolution on the fiscal 2018 compensation of our named executive officers. ---->>> Important Notice Regarding the Availability of Proxy Materials for the Shareholder Meeting. The following materials are available at www.proxyvote.com Notice and Proxy Statement Annual Report Shareholder Letter ENTER YOUR VOTING INSTRUCTIONS AT 1-800-454-8683 OR WWW.PROXYVOTE.COM UP UNTIL 11:59 PM EASTERN TIME THE DAY BEFORE THE CUT-OFF. Gold Voting Instruction Form PLEASE MARK YOUR VOTES AS INDICATED IN THIS EXAMPLE: ! Fabiola R. Arredondo Howard M. Averill Bennett Dorrance Maria Teresa Hilado Randall W. Larrimore Marc B. Lautenbach ->>>