



The Campbell's Company Renews NFL Partnership to Become Second-Longest-Running Sponsor in League's History

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New Agreement Expands Rights into Single-Serve Frozen Meal Category

CAMDEN, N.J.--(BUSINESS WIRE)--Aug. 24, 2026-- The Campbell's Company today announced a renewed and expanded partnership with the National Football League (NFL), extending a relationship that began in 1997 when Campbell's® became the League's Official Soup Sponsor. Now entering its 29th year, the partnership is expanding for the first time into frozen meals – the next chapter in one of the NFL's longest-running sponsorships.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260824743066/en/>



The Campbell's Company becomes the second-longest-running sponsor in NFL history.

aisle for the first time with the launch of Chunky Frozen Bowls: single-serve, microwaveable meals delivering 20-28g of protein per bowl with hearty varieties like Chili Mac, Buffalo-Style Chicken Mac & Cheese, and Philly Cheesesteak Mac & Cheese. With the new NFL agreement now extending to frozen, that lineup gets a bigger stage this season – whether fans are tailgating, hosting or grabbing a quick meal between plays.

"Our nearly 30-year partnership with the NFL is rooted in a simple truth: great food has always been part of the game day experience," said Jill Pratt, senior vice president and chief marketing officer at The Campbell's Company. "With Chunky Frozen Bowls, we're giving fans another delicious and satisfying way to enjoy that tradition throughout the season."

"Campbell's has been a trusted partner for nearly three decades, with food that is a centerpiece of NFL gameday traditions," said Tracie Rodburg, senior vice president of global sponsorship at the NFL. "We're excited to continue working with Campbell's on an expanded lineup of fan favorites."

Throughout the season, Chunky will activate across marquee NFL moments, continuing a legacy of memorable campaigns and storytelling that celebrates players, fans and the spirit of the sport.

To learn more about Campbell's Chunky soup, chili and frozen meals, visit www.Chunky.com and follow @CampbellsChunky on [Instagram](#) and [TikTok](#).

About The Campbell's Company

For more than 155 years, The Campbell's Company (NASDAQ:CPB) (Campbell's) has been connecting people through food they love. Headquartered in Camden, N.J. since 1869, generations of consumers have trusted us to provide delicious and affordable food and beverages. Today, the company is a North American focused brand powerhouse, generating fiscal 2025 net sales of \$10.3 billion across two divisions: Meals & Beverages and Snacks. Our portfolio of 16 leadership brands includes *Campbell's*, *Cape Cod*, *Chunky*, *Goldfish*, *Kettle Brand*, *Lance*, *Late July*, *Pace*, *Pacific Foods*, *Pepperidge Farm*, *Prego*, *Rao's*, *Snack Factory*, *Snyder's of Hanover*, *Swanson* and *V8*. For more information, visit thecampbellscompany.com

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