

**Crystal Winner:** Capitol Services Inc.

**Client:** Campbell Soup Company

**Program:** "A Passion for Food"



## Capitol Services Inc. Serves Campbell Soup Customers a Culinary Experience of a Lifetime

Supermarket executives are critical decision-makers that put Campbell Soup's products on their shelves and, ultimately, on families' dining tables. "Passion for Food" is the company's premiere event in the food industry and had previously been hosted in New York, San Francisco, Las Vegas, Boston, Toronto and Chicago. Campbell Soup, with the help of Capitol Services Inc. (CSI), decided to treat their top customers and guests to the culinary experience of a lifetime in Washington DC, showcasing the US Capitol's gastronomic super stars and delivering on the client's passion for food.

From first meeting with the client it was emphasized that the Campbell Soup goals were to: top the previous six annual "Passion for Food" programs in creativity and content; conduct an unforgettable whirlwind weekend in an amazing destination and; wherever possible keep visible the Campbell Soup brand. The ROI on the event would be based on the intangible, yet invaluable, experiences during the event as well as a boost to product sales. While the spotlight was put on the destination, Campbell's was the star attraction. CSI was tasked with showcasing Campbell's products at every opportunity in menus, décor and printed materials. No detail was too small, no menu too challenging and no dining reservations too elusive for CSI.

The Campbell Soup guests were treated to an extraordinary weekend of culinary experiences. The itinerary included a master class with a former White House chef, après-tour lunches at DC's top restaurants and a dazzling farewell dinner created by a Five-Star award-winning chef served at an iconic American institution. Upon arrival the guests were treated to a "Welcome to Washington" reception and dinner at Citronelle, one of DC's top ten restaurants. The multi-course dinner was hosted by James Beard Foundation "Who's Who" inductee Michel Richard, and included the Chef's signature dishes as well as copies of his book for each guest. The next evening was kicked off with a "Streets of DC" cocktail reception with charming decor and actors representing George and Martha Washington. An ingenious bar was constructed



*"Without a doubt the Washington DC event was a smashing success. Our guests are accustomed to the finest in dining and entertainment and they were thrilled with the weekend we delivered for them. The professional and passionate folks at CSI enabled the event's success. They accommodated every facet of our demanding needs and went over and above to ensure a successful event. The planning and execution were flawless."*

*— Keith Olscamp, VP Industry Relations & Trade Marketing, Campbell Soup Company*

performance of Les Misérables at The Kennedy Center, the guests were serenaded by a troupe of actors performing selections from the renowned musical.

A Farewell Dinner, interpreted by Five-star restaurateur Patrick O'Connell, was held at the National Museum of American History. When guests arrived, toy soldiers stood at attention along the museum's red carpet entrance. The gourmet menu included "My Grandmother's Heirloom Tomato Soup with Truffled Grilled Cheese" – an over-the-top homage to an American favorite—and a confectionary Fantasy

Gift Box, concealed by a sugar-spun dome customized with the iconic Campbell's slogan. Guests were offered many other one-of-a-kind culinary activities. A cooking class was presented by former White House Chef, Roland Mesnier, where guests chopped, sautéed and baked their way through a Presidential Menu. Guests could also choose to participate in private "breakfast tours" at the Kreeger Museum hosted by the museum director, and at the Spy Museum hosted by a former-CIA operative. Afternoon tours combined historical sites and cultural attractions with lunches at DC's top restaurants.

CSI was tasked with incorporating Campbell Soup products into the "Passion for Food" program in ways that were subtle, yet visually obvious, and also socially responsible. This required clever and creative product placement at the events that left unopened and unused food at the end of the evening. Following the "Streets of DC" Cocktail Reception the Tomato Soup bar was dismantled and hundreds of unopened cans were donated to DC food kitchens along with the displayed and unopened food product samples that decorated the buffet stations.

Meeting the client's goals to celebrate a unique culinary experience, showcase Washington DC and reinforce the Campbell Soup brand required thinking outside of the box. CSI and its partners were keenly aware of the guests' elite demographics and were committed to exceeding expectations. If it is possible to have too much of a good thing, this program came pretty close. The guests raved and the client stated, "a new bar had been set."•