

CAMPBELL SOUP CO  
Form 8-K  
November 08, 2011

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

**PURSUANT TO SECTION 13 OR 15(D)**

**OF THE SECURITIES EXCHANGE ACT OF 1934**

**Date of Report**

**(Date of Earliest Event Reported):**

**November 8, 2011**

**New Jersey**  
**State of Incorporation**

**Commission File Number**  
**1-3822**

**21-0419870**  
**I.R.S. Employer**

**One Campbell Place**

**Identification No.**

**Camden, New Jersey 08103-1799**

**Principal Executive Offices**

**Telephone Number: (856) 342-4800**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

.. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

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- “ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  
- “ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  
- “ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 7.01 Regulation FD Disclosure**

As Campbell Soup Company (the Company) previously disclosed in its Annual Report on Form 10-K for the year ended July 31, 2011 (the 2011 Form 10-K), commencing with the fourth quarter of fiscal 2011, the Company modified its segment reporting. The Company now reports the results of operations in the following reportable segments: U.S. Simple Meals; U.S. Beverages; Global Baking and Snacking; International Simple Meals and Beverages; and North America Foodservice. Prior periods were modified in the 2011 Form 10-K to conform to the fiscal 2011 presentation.

Additional recast historical quarterly and year-to-date segment information for fiscal 2011 is attached as Exhibit 99.1.

**Item 9.01 Financial Statements and Exhibits**

(d) Exhibits

99.1 Quarterly and Fiscal Year 2011 Segment Net Sales and Earnings Before Interest and Taxes

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**CAMPBELL SOUP COMPANY**

(Registrant)

Date: November 8, 2011

By: /s/ B. Craig Owens

B. Craig Owens

Senior Vice President Chief Financial Officer and Chief  
Administrative Officer

Exhibit Index

<b>Exhibit No.</b>	<b>Description</b>
Exhibit 99.1	Quarterly and Fiscal Year 2011 Segment Net Sales and Earnings Before Interest and Taxes