

CAMPBELL SOUP CO  
Form 8-K  
June 24, 2004

**Table of Contents**

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**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 Earliest Event Reported  
June 24, 2004**

**Commission File Number  
1-3822**

**New Jersey  
State of Incorporation**

**21-0419870  
I.R.S. Employer Identification No.**

**One Campbell Place  
Camden, New Jersey 08103-1799  
Principal Executive Offices**

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

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**TABLE OF CONTENTS**

Item 7 Financial Statements and Exhibits

Item 9 Regulation FD Disclosure

SIGNATURE

EXHIBIT INDEX

PRESS RELEASE

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**Table of Contents**

**Item 7 Financial Statements and Exhibits**

(c) Exhibits

- 99.1 Release dated June 24, 2004 announcing, among other things, (i) a new Driving Quality Growth plan, (ii) annual growth targets of 3-4 percent for net sales and 5-7 percent for earnings per share, and (iii) cost saving initiatives expected to result in a pre-tax restructuring charge of up to \$35 million in the fourth quarter of fiscal 2004.

**Item 9 Regulation FD Disclosure**

On June 24, 2004, Campbell Soup Company issued a press release announcing, among other things, (i) a new Driving Quality Growth plan, (ii) annual growth targets of 3-4 percent for net sales and 5-7 percent for earnings per share, and (iii) cost saving initiatives expected to result in a pre-tax restructuring charge of up to \$35 million in the fourth quarter of fiscal 2004. A copy of the press release is attached as Exhibit 99.1.

The information in this Current Report, including the attached Exhibit, shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that Section, nor shall it be deemed incorporated by reference into any filing under the Securities Act of 1933, as amended, except as expressly set forth by specific reference in such filing.

**SIGNATURE**

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: June 24, 2004

By: /s/ Robert A. Schiffner

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Robert A. Schiffner  
Senior Vice President and  
Chief Financial Officer

**Table of Contents**

**EXHIBIT INDEX**

<b><u>Exhibit No.</u></b>	<b><u>Description</u></b>
99.1	Release dated June 24, 2004 announcing, among other things, (i) a new Driving Quality Growth plan, (ii) annual growth targets of 3-4 percent for net sales and 5-7 percent for earnings per share, and (iii) cost saving initiatives expected to result in a pre-tax restructuring charge of up to \$35 million in the fourth quarter of fiscal 2004.