



Soup Just Got a Wingman: New Campbell's® Chunky® Buffalo Wild Wings® Parmesan Garlic Chicken Noodle Soup

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A wing lover's favorite is now available in the soup aisle

CAMDEN, N.J.--(BUSINESS WIRE)--Jun. 3, 2026-- Campbell's Chunky, known for its hearty, flavor-packed soups, is teaming up with Buffalo Wild Wings, the largest sports bar brand in the United States and a rapidly growing off-premise business through Buffalo Wild Wings GO, on a new mouthwatering collaboration: Campbell's Chunky Buffalo Wild Wings Parmesan Garlic Chicken Noodle Soup. The new offering delivers a rich, creamy twist on a fan favorite – Chunky Classic Chicken Noodle soup – by pairing it with BWW's signature Parmesan Garlic flavor.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260603950072/en/>



Campbell's Chunky Buffalo Wild Wings Parmesan Garlic Chicken Noodle Soup

"At Chunky, we've been on a journey to push into bolder, more unexpected varieties, including our Beer Cheese with Potatoes and Chorizo soup recently launched in collaboration

with Pabst Blue Ribbon," said Nicole Larmann, Brand Director, Campbell's Chunky. "Partnering with Buffalo Wild Wings is part of the next chapter of our innovation strategy, where we'll keep raising the bar on what's possible in soup."

Each hearty, flavorful can has 17g of protein and is made with quality ingredients. The Chunky Buffalo Wild Wings Parmesan Garlic Chicken Noodle Soup is an easy, tasty meal option for enjoying a quick, satisfying lunch, game day meal or whenever a craving hits.

The BWW partnership reflects Chunky brand's broader strategy to reach a new generation of soup consumers through modern, bold flavors. Flavor drives soup purchase decisions, with 61% of buyers ranking it as the most important factor, according to Mintel's 2025 Soup – US report. Campbell's own consumer research further shows 2 in 3 Millennials identify taste as the most important attribute they look for when buying soup, and Buffalo Wild Wings already has deep equity with that audience.

"We're excited to partner with Campbell's Chunky to introduce more people to Buffalo Wild Wings through one of our most iconic flavors," said Tristan Meline, Brand President, Buffalo Wild Wings. "Parmesan Garlic has long been a fan favorite, and this collaboration gives consumers a new way to discover the brand before coming in to join us at B-Dubs for the full experience."

Campbell's Chunky Buffalo Wild Wings Parmesan Garlic Chicken Noodle Soup is rolling out to retailers nationwide beginning June 2026 for a suggested retail price of \$3.79 per can. Prices may vary by retailer. For more information, visit Campbells.com/Chunky and follow Campbell's Chunky 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.

About Buffalo Wild Wings

Buffalo Wild Wings, founded in 1982, is the largest sports bar brand in the United States, with more than 1,400 restaurants in nine global markets and a rapidly growing off-premise business through Buffalo Wild Wings GO. Buffalo Wild Wings is part of the Inspire Brands family of restaurants. For more information, visit BuffaloWildWings.com and InspireBrands.com.

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