

For immediate release

## 25 Years of a SOUPER Relationship

On September 15<sup>th</sup>, Lakeside Logistics celebrated “25 Years of a SOUPER Relationship” with Campbell’s Soup Company. Campbell’s presented Lakeside with a stunning award honoring Lakeside’s 25th Anniversary in business with Campbell’s. Thanks to all who attended and we look forward to another 25 SOUPER Years!

For 25 years Lakeside has managed Campbell’s inbound and outbound transportation, secured capacity for raw materials, provided on-going annual savings, and reduced administration costs, to help Campbell’s focus on reaching their own business goals and initiatives. Lakeside’s focus is to build win-win partnerships, by creating a competitive and financial advantage for every client they service.

“Campbell’s was one of Lakeside’s first customers and now 25 years later we’re still going strong,” says Jeff Moore, President and CEO, Lakeside Logistics. “We take pride in being the ideal transportation department, so customers like Campbell’s can focus on what they do best - nourishing Canadian families.”



Lakeside Senior VP Tom Coates, Campbell’s Vice President Supply Chain Peter Stevens, Lakeside President & CEO Jeff Moore, Lakeside Chairman of the Board Chris Magill



Campbell’s Manager International Logistics & Customs Compliance Liz McKenzie, Lakeside President & CEO Jeff Moore

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