

CAMPBELL SOUP CO  
Form 3  
January 03, 2007

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

|   |         |                                      |   |  |
|---|---------|--------------------------------------|---|--|
| 1. Name and Address of Reporting Person * |         | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol  |  |
| Â vanBeuren Archbold D                    |         | (Month/Day/Year)                     | CAMPBELL SOUP CO [CPB]  |  |
| (Last)                                    | (First) | (Middle)                             | 4. Relationship of Reporting Person(s) to Issuer  | 5. If Amendment, Date Original Filed(Month/Day/Year) |
|   |         | 01/01/2007                           |   |  |
| 1 CAMPBELL PLACE                          |         |                                      | (Check all applicable)  |  |
| (Street)                                  |         |                                      | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner<br><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other<br>(give title below)    (specify below) |  |
| CAMDEN,Â NJÂ 08103                        |         |                                      | 6. Individual or Joint/Group Filing(Check Applicable Line)  |  |
| (City)                                    | (State) | (Zip)                                | <input checked="" type="checkbox"/> Form filed by One Reporting Person<br><input type="checkbox"/> Form filed by More than One Reporting Person   |  |
|   |         |                                      | Senior Vice President   |  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Stock                    | 1,100,184   | D  | Â   |
| Common Stock                    | 16,046  | I  | 401(K) Plan   |
| Common Stock                    | 6,086   | I  | See Footnote <sup>(1)</sup>                           |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security | 4. Conversion or Exercise | 5. Ownership Form of | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|--|---------------------------|----------------------|---|
|--|--|--|---------------------------|----------------------|---|

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|                              | Date Exercisable | Expiration Date | (Instr. 4)<br>Title | Amount or Number of Shares | Price of Derivative Security | Derivative Security: Direct (D) or Indirect (I) (Instr. 5) |   |
|------------------------------|------------------|-----------------|---------------------|----------------------------|------------------------------|--|---|
| Stock Options (Right to Buy) | Â (2)            | 06/24/2009      | Common Stock        | 8,325                      | \$ 42.53                     | D  | Â |
| Stock Options (Right to Buy) | Â (3)            | 09/28/2011      | Common Stock        | 29,000                     | \$ 27.99                     | D  | Â |
| Stock Options (Right to Buy) | Â (4)            | 07/25/2012      | Common Stock        | 32,200                     | \$ 22.95                     | D  | Â |
| Stock Options (Right to Buy) | Â (5)            | 09/25/2013      | Common Stock        | 50,000                     | \$ 26.84                     | D  | Â |
| Stock Options (Right to Buy) | Â (6)            | 09/23/2014      | Common Stock        | 41,400                     | \$ 26.36                     | D  | Â |
| Phantom Stock                | Â (7)            | Â (8)           | Common Stock        | 930                        | \$ (9)                       | D  | Â |

## Reporting Owners

| Reporting Owner Name / Address                               | Relationships |           |                         |       |
|--|---------------|-----------|-------------------------|-------|
|  | Director      | 10% Owner | Officer                 | Other |
| vanBeuren Archbold D<br>1 CAMPBELL PLACE<br>CAMDEN, NJ 08103 | Â             | Â         | Â Senior Vice President | Â     |

## Signatures

John J. Furey,  
Attorney-In-Fact

01/03/2007

\*\*Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 5(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Interests held by family trusts through a family corporation. The filing of this Form should not be deemed as an admission that the

- (1) Reporting Person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of these securities.
- (2) The options vested 100% on 6/24/02.
- (3) The options vested 100% on 9/28/04.
- (4) The options vested 100% on 7/25/05.
- (5) The options vested 100% on 9/25/06.
- (6) The options are 60% vested and the remaining 40% will vest on 9/23/07.
- (7) Phantom shares are fully vested.
- (8)

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Shares of phantom stock are payable in cash or stock from the Company's Deferred Compensation Plan upon reporting person's retirement, resignation or termination.

(9) 1-for-1

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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