

THE PROGRESSO™ SOUP

JOURNEY

A look back through Progresso Soup history and its commitment to making quality soup.

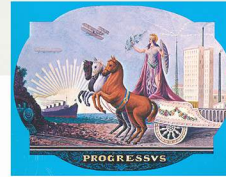
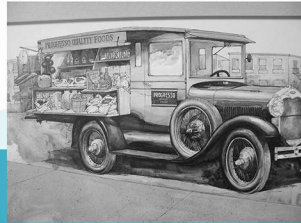
LATE 1800s

Guiseppe Uddo began his business in Sicily, Italy selling locally-sourced olives and cheese from a horse-drawn cart at nine years old.



1907

Guiseppe came to America and started importing his favorite high quality ingredients from Italy to sell to neighbors in New Orleans.



1942

During World War II, importing became difficult so the family began growing and canning their own produce while maintaining their quality standards under the Progresso name.



1946-1959

Progresso launched its first soups using original family recipes; the only difference was the “size of the pot.” Original soups were Minestrone, Lentil, Macaroni & Bean, Split Pea, and Escarole.



1960s - TODAY

Staying true to its roots, Progresso continues to stand for high quality ingredients with the tagline “Make it Progresso or Make it Yourself.”

TODAY

- Progresso is the first mainstream soup brand in the U.S. to use 100% antibiotic and hormone free white breast meat chicken.
- Progresso is committed to making a portfolio of soups that fit with what matters most to people today.

