

Twist Merger Sub, Inc.

Form 3

December 28, 2017

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

OMB APPROVAL

OMB
Number: 3235-0104Expires: January 31,
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burden hours per
response... 0.5**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 *

Â CAMPBELL SOUP CO

(Last) (First) (Middle)

ONE CAMPBELL PLACE,Â

(Street)

CAMDEN,Â NJÂ 08103

(City) (State) (Zip)

2. Date of Event Requiring
Statement

(Month/Day/Year)

12/18/2017

3. Issuer Name **and** Ticker or Trading Symbol
SNYDER'S-LANCE, INC. [LNCE]4. Relationship of Reporting
Person(s) to Issuer

(Check all applicable)

☐ Director ☒ 10% Owner
☐ Officer ☐ Other
(give title below) (specify below)5. If Amendment, Date Original
Filed(Month/Day/Year)6. Individual or Joint/Group
Filing(Check Applicable Line)
☐ Form filed by One Reporting
Person
☒ Form filed by More than One
Reporting Person**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)

\$.83-1/3 par value Common Stock

0 (1) (2)

I

See Explanation of Responses

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

SEC 1473 (7-02)

**Persons who respond to the collection of
information contained in this form are not
required to respond unless the form displays a
currently valid OMB control number.****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)Date
ExercisableExpiration
Date3. Title and Amount of
Securities Underlying
Derivative Security
(Instr. 4)Title
Amount or
Number of4. Conversion
or Exercise
Price of
Derivative
Security5. Ownership
Form of
Derivative
Security:
Direct (D)
or Indirect6. Nature of Indirect
Beneficial Ownership
(Instr. 5)

Shares

(I)
(Instr. 5)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CAMPBELL SOUP CO ONE CAMPBELL PLACE CAMDEN, NJ 08103	Â	Â X	Â	Â
Twist Merger Sub, Inc. C/O CAMPBELL SOUP COMPANY 1 CAMPBELL PLACE CAMDEN, NJ 08103	Â	Â X	Â	Â

Signatures

/s/ Charles A.
Brawley

12/28/2017

**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).

Campbell Soup Company (the "Reporting Person") is filing this statement solely because, as a result of a Voting Agreement, dated as of December 18, 2017, among the Reporting Person, and certain holders of Snyder's-Lance, Inc. (the "Issuer") Common Stock (collectively, the "Stockholders"), the Reporting Person may be deemed to have beneficial ownership of 12,851,787 shares of common stock, \$0.83-1/3 par value, of the Issuer ("Common Stock") beneficially owned by the Stockholders, which is equal 13.2% of the voting power of the 97,237,528 issued and outstanding shares of Common Stock as of December 15, 2017. The Voting Agreement was entered into in connection with the Agreement and Plan of Merger, dated as of December 18, 2017, among the Reporting Person, the Issuer and Twist Merger Sub, Inc., a wholly owned subsidiary of the Reporting Person.

The Reporting Persons have no pecuniary interest in such Common Stock. Neither the filing of this Form 3 nor any of its contents shall be deemed to constitute an admission that the Reporting Persons are beneficial owners of any of the Common Stock referred to herein pursuant to Rule 16a-1(a)(4) promulgated under the Securities Exchange Act of 1934, as amended.

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

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.