

Twist Merger Sub, Inc.
 Form 3
 December 28, 2017

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 and Ticker or Trading Symbol | |
| Â CAMPBELL SOUP CO | | (Month/Day/Year) | SNYDER'S-LANCE, INC. [LNCE] | |
| (Last) | (First) | (Middle) | 12/18/2017 | |
| ONE CAMPBELL PLACE,Â | | 4. Relationship of Reporting Person(s) to Issuer | | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| (Street) | | (Check all applicable) | | 6. Individual or Joint/Group Filing(Check Applicable Line) |
| CAMDEN,Â NJÂ 08103 | | ___ Director ___X_ 10% Owner | | ___ Form filed by One Reporting Person |
| (City) | (State) | (Zip) | ___ Officer ___ Other | |
| | | (give title below) | | (specify below) |
| | | | | __X_ 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 <u>(1)</u> <u>(2)</u> | 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) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) or Indirect | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|--|---|
| | Date Exercisable | Expiration Date | Title | Amount or Number of | |

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.

- (1) 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.
- (2)

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.