

RETHINKING YOUR MENU

OPTIMENU™

TO OPTIMIZE PROFITS

- W O R K B O O K -



www.rethinksoup.ca



This innovative new tool will help you: • Increase Patron Satisfaction • Increase Soup Sales • Increase Profitability

HERE'S HOW TO OPTIMIZE YOUR PROFITS IN 3 EASY STEPS:

- STEP 1** Profile Your Establishment
Check all points that best describe your operation and add them up.
- STEP 2** Graph the Results
Transfer your four scores by filling in the correct dot in the chart.
- STEP 3** Plan the Optimum Menu
Use the Optimenu™ Soup Planner with Campbell's® Soup Collections Catalogue to choose soups that best fit your profile.

Campbell's® consumer-driven Soup Collections are designed to help you meet consumers' needs and desires.



PREMIUM SOUP COLLECTION
Soups that offer ultimate indulgence. For consumers who crave premium, chef-quality soups – and are willing to pay a premium for it.



GLOBAL SOUP COLLECTION
Flavourful soups from around the globe adding international flair to your menu. For consumers who expect authentic, on-trend tastes.



WELLNESS SOUP COLLECTION
Great tasting soup choices for consumers who want to embrace more balanced lifestyles – it's nutritious balanced with delicious.

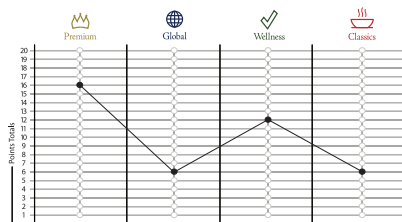


CLASSICS SOUP COLLECTION
The all-time favourites your consumers know and love, for those who desire comfort and familiarity from their soup.

You'll find a complete soup listing for each Collection in your Campbell's® Foodservice **Soup Collection Catalogue**.

Below are some sample profiles and how they could influence a menu.

Sample A



This profile result indicates that your menu should include Premium and Wellness soups as your menu's mainstay. Your clientele prefer chef-quality soups and health-conscious ingredients so choose from these two categories.

Sample B



Global and Wellness Collections are balanced here so choose varieties from both. Your consumers are health-conscious and adventurous.

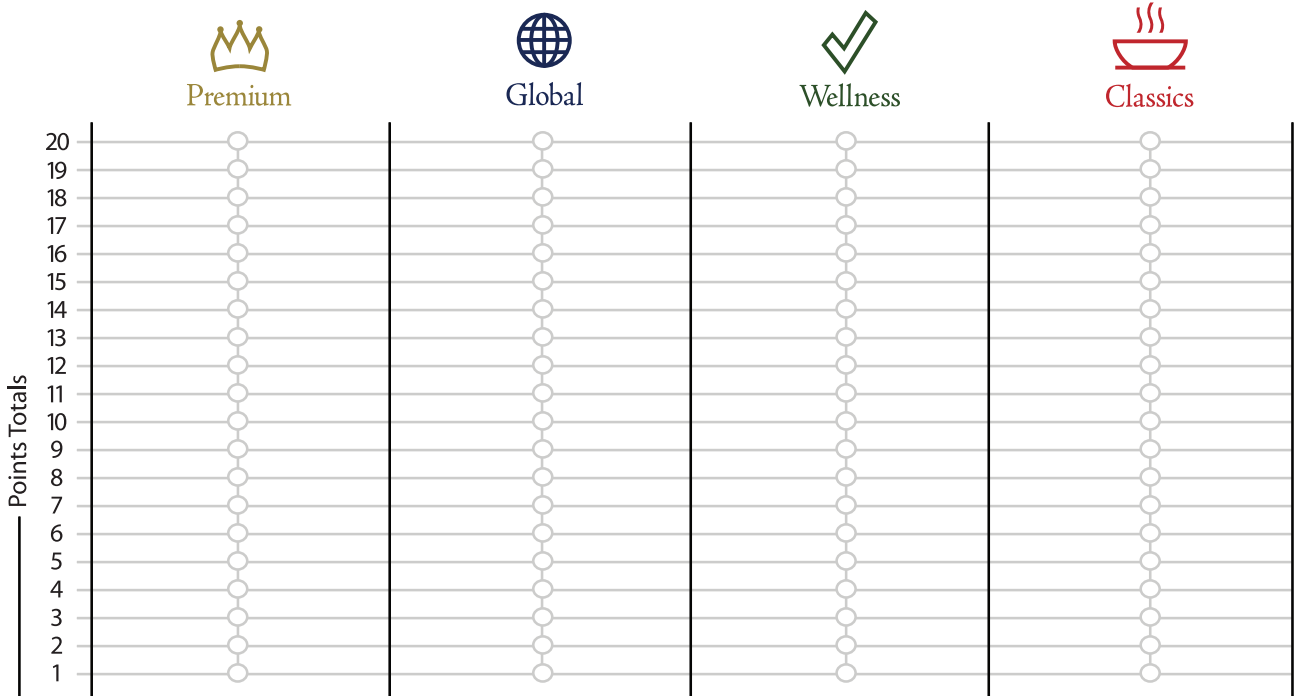


OPTIMENU™ SOUP PROFILER

STEP 1 Check off **all** that apply in each column. Total your checkmarks at the bottom of each column.

	Column 1	Column 2	Column 3	Column 4
MENU PROFILE	<input type="checkbox"/> Gourmet Food Presentation <input type="checkbox"/> À La Carte <input type="checkbox"/> Fine Dining <input type="checkbox"/> Fine Wines and Liquors <input type="checkbox"/> Specialty Coffees <input type="checkbox"/> Upscale Desserts <input type="checkbox"/> Elegant Environment <input type="checkbox"/> Gourmet Ingredients <input type="checkbox"/> Steak/Prime Rib	<input type="checkbox"/> Trendy <input type="checkbox"/> Shared Dishes <input type="checkbox"/> Asian Cuisine <small>(Japanese, Chinese, Korean, Thai)</small> <input type="checkbox"/> Mexican Dishes <input type="checkbox"/> French Cuisine <input type="checkbox"/> Indian Dishes <input type="checkbox"/> Cajun Selections <input type="checkbox"/> Mediterranean Cuisine <input type="checkbox"/> Highly-Spiced Dishes <input type="checkbox"/> Specialty Breads	<input type="checkbox"/> Wellness-Focused <input type="checkbox"/> Healthier Foods <input type="checkbox"/> Organic Ingredients <input type="checkbox"/> Vegetarian Dishes <input type="checkbox"/> Low-Fat Offerings <input type="checkbox"/> Lighter Choices <input type="checkbox"/> Low-Calorie Dressings <input type="checkbox"/> Natural Ingredients <input type="checkbox"/> Whole Grain Products <input type="checkbox"/> Salads	<input type="checkbox"/> Value Menu <input type="checkbox"/> Homemade Quality <input type="checkbox"/> "Blue Plate Specials" <input type="checkbox"/> Comfort Foods <input type="checkbox"/> Substantial Basics <input type="checkbox"/> Traditional Dishes <input type="checkbox"/> Kids' Menu <input type="checkbox"/> Familiar Tastes <input type="checkbox"/> All-Time Favourites <input type="checkbox"/> Mac 'n Cheese
PATRON PROFILE	<input type="checkbox"/> Willing to Pay More <input type="checkbox"/> Entertains Clients <input type="checkbox"/> Discerning Tastes <input type="checkbox"/> Sophisticated <input type="checkbox"/> Well-Dressed <input type="checkbox"/> Enjoys Ambiance <input type="checkbox"/> Affluent <input type="checkbox"/> Professional <input type="checkbox"/> Indulgent Tastes <input type="checkbox"/> Seeks Luxury <input type="checkbox"/> High Expectations	<input type="checkbox"/> Ethnically Diverse <input type="checkbox"/> Adventurous Personality <input type="checkbox"/> Well-Traveled <input type="checkbox"/> Exotic Tastes <input type="checkbox"/> Cosmopolitan <input type="checkbox"/> Enjoys Trying New Foods <input type="checkbox"/> Likes Variety <input type="checkbox"/> Desires Authentic Tastes <input type="checkbox"/> Seeks Novelty <input type="checkbox"/> Multicultural	<input type="checkbox"/> Health-Conscious <input type="checkbox"/> Calorie-Conscious <input type="checkbox"/> Physically Active <input type="checkbox"/> Vegetarian <input type="checkbox"/> Primarily Female <input type="checkbox"/> Socially Responsible <input type="checkbox"/> Environmentally Aware <input type="checkbox"/> Nutritionally Aware <input type="checkbox"/> Portion-Conscious <input type="checkbox"/> Sodium-Conscious	<input type="checkbox"/> Casual <input type="checkbox"/> Comfort Craver <input type="checkbox"/> Primarily Male <input type="checkbox"/> Empty-Nesters <input type="checkbox"/> Desires Larger Servings <input type="checkbox"/> Value Seekers <input type="checkbox"/> Seeks Familiarity <input type="checkbox"/> Rural Locations <input type="checkbox"/> Young Families <input type="checkbox"/> Solo Dining
Total Checkmarks:	Column 1 Total	Column 2 Total	Column 3 Total	Column 4 Total

STEP 2 Find out how your consumers fit into the *Campbell's*® Soup Collections. Transfer your totals to the chart below by filling in the corresponding circle and connecting the dots to create your profile.





OPTIMENU™ SOUP PLANNER

STEP 3 USE YOUR OPTIMENU™ PROFILER SCORES TO OPTIMIZE YOUR SOUP MENU

The higher the score, the more important the Collection is to your operation.

HIGHEST SCORE

Focus your soup choices on the soups in this Collection as your primary offerings.

2ND HIGHEST

Consider including soups from this Collection, especially if this is a high score.

REMAINING

Depending on your score you may want to try out soups from these.

Use the weekly soup rotational schedule below to determine your best weekly soup lineup. Experiment with this schedule according to your profile. Take a few weeks to see the trends your consumers might follow. For example, you may find your consumers purchase a more premium soup on a Friday.

Collection	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
 Premium Score: _____							
 Global Score: _____							
 Wellness Score: _____							
 Classics Score: _____							

RETHINK SOUP™. THINK CAMPBELL'S.



1-800-461-SOUP (7687)

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Results may vary. Please contact your Campbell Sales Representative for more information on developing and refining your soup rotation in order to maximize soup selling potential.

RETHINK SOUP™