



C
CRAFTED
with
CARE

EVERY INGREDIENT EARNS ITS PLACE

WE MAKE
THE SOUP.
YOU *make*
IT SPECIAL.

Campbell's

FOODSERVICE

MADE TO SERVE™

campbellsfoodservice.ca





At Campbell's Foodservice, we're always committed to not just bringing you carefully crafted soups but also actively partnering with you to help you in your mission to delight guests. That means providing you with insights and recipe ideas that inspire menu items with a true point of difference. Our *Signature* and *Verve*® soups can serve as a starting point for your unique soup recipes. Simply add a few of your favorite ingredients to craft ideal soup selections for your guests.

Contact a Campbell's sales rep today for a free sample or to talk about tailored ways soup can help you drive traffic.

Call **1-800-461-SOUP**
or visit
campbellsfoodservice.ca
to start your
custom soup journey.

Coconut Summer Squash Soup made with Signature Butternut Squash (12060)

TASTES AND PREFERENCES ARE CHANGING, *and* THEY'RE GETTING MORE DIVERSE.

CATERING TO A WIDER AUDIENCE CAN BE A CHALLENGE. WE'RE HERE TO HELP YOU SERVE THE GLUTEN-FREE, VEGETARIAN AND VEGAN OPTIONS GUESTS ARE LOOKING FOR.

▶ **74%**
OF CONSUMERS SAY THEY'RE MORE LIKELY TO ORDER SOUP INCLUDING A SERVING OF VEGETABLES

▶ **38%**
OF CONSUMERS ARE MORE LIKELY TO ORDER SOUP DESCRIBED AS VEGAN

Beet Soup with Goat Cheese and Chives made with Signature Vegetarian Vegetable (11340)

Creamy Coconut Chicken Ramen made with Verve® Creamy Coconut Chicken (2490)

Source: Technomic Soup & Salad Consumer Trend Report, 2018 (U.S.)

Visit **campbellsfoodservice.ca/soupinspiration** to search for these recipes and more.



SPICY AND ETHNIC FLAVOURS ARE IN DEMAND

| | | |
|-------|-------|--------|
| ASIAN | SPICY | PEPPER |
| +38% | +29% | +20% |



**ETHNIC FLAVOURS
ARE TRENDING UP.
THE RIGHT SOUP WILL
do the same FOR SALES.**

WITH GUESTS' INCREASING ABILITY TO
MAKE MORE COMPLEX AND ETHNIC SOUPS
AT HOME, IT'S IMPORTANT TO OFFER
UNIQUE, HARD-TO-REPLICATE FLAVOURS.

Creamy Coconut Chicken and Bok Choy Curry made with Verve® Creamy Coconut Chicken (24906)

Persian Lentil Soup made with Signature Vegetarian Vegetable (11340)

Red Thai Seafood Curry made with Verve® Lobster Bisque (23412)



Campbell's
FOODSERVICE

MADE TO SERVE™

UNIQUE SOUP IDEAS *start here.*

EXPLORE YOUR CULINARY
CREATIVITY AND DISCOVER
JUST HOW VERSATILE SOUPS
CAN BE IN YOUR OPERATION.

Unique soups
CAN HELP
DRIVE TRAFFIC,
**PARTICULARLY
AMONG YOUNGER
CONSUMERS**

Younger consumers
ARE MORE
LIKELY THAN OTHER
**CONSUMERS TO TRY
NEW VARIETIES
OF SOUP**

Source: Technomic Soup & Salad Consumer Trend Report, 2018 (U.S.)

Loaded Philly Cheese Steak Soup made with Signature Sautéed Mushroom and Onion Bisque (24863)

Corned Beef, Beer and Onion Soup made with Signature French Onion (08171)

Cheesy Pepperoni Soup made with Signature Creamy Tomato Basil Bisque (24867)



Visit campbellsfoodservice.ca/soupinspiration to search for these recipes and more.

