



# SOUP DELIVERS QUALITY, TASTE & CONVENIENCE.

THAT'S WHY IT'S AN IDEAL ADDITION  
TO YOUR DELIVERY MENU.

## WHO'S ORDERING OFF PREMISE?

MORE THAN  
**1 IN 10**

Canadians order delivery  
from a full-service restaurant  
at least once per week<sup>1</sup>

## WHY ARE THEY ORDERING OFF PREMISE?

LIFE IS GETTING  
BUSIER<sup>1</sup>

**37%**

TECHNOLOGY MAKES  
IT EASIER<sup>1</sup>

**31%**

TO SATISFY A CRAVING<sup>1</sup>

**31%**

**DELIVERY** *drives* **BUSINESS**

**33%**  
OF INDUSTRY GROWTH  
COMES FROM DELIVERY<sup>2</sup>

## DELIVERY IS PERFECT FOR EVERY SEASON



WHEN SOUP IS INCLUDED  
IN A MEAL, THE EATER  
CHEQUE INCREASES BY

**11%**<sup>3</sup>

CONSUMERS REPORTED  
A HIGHER SATISFACTION WITH  
**MEALS INCLUDING SOUP<sup>3</sup>**



SOUP MAINTAINS ITS  
QUALITY WHEN REHEATED

**AND**

OFFERS EASY TRANSPORT  
AND VARIETY



## TIPS



Boost off-premise sales  
with seasonal flavours



Make craveable  
soups a core item  
on delivery menus



<sup>1</sup>NPD Canada FSR Report, 2018

<sup>2</sup>The NPD Group CREST<sup>®</sup>, year ending June 2019

<sup>3</sup>The NPD Group, June 2019