



Campbell's®  
Roasted Red Pepper & Smoked Gou  
1

— *soup solutions* —

# SIMPLIFIED

HELPING YOU MAKE THE MOST OF YOUR SOUP STRATEGY



# SOUP, SIMPLIFIED

Today's patrons demand food that tastes good while being healthy, satisfying, and cost-efficient. Campbell's Foodservice offers a wide variety of options to meet and exceed those demands. This quick and easy guide is designed to help maximize your soup's profit potential by:

- Developing the right soup menu rotation
- Maximizing the versatility of soup
- Pricing your soups effectively
- Providing guided options to easily execute "soup with excellence"

**LOOK FOR THESE HELPFUL ICONS THROUGHOUT THE GUIDE.**



## **TOOL**

A resource that aids in operational excellence.



## **TIP**

Advice that can help make things run smoother.



## **RESOURCE**

A link to a web page or PDF with useful information.

# TABLE OF CONTENTS

Table of Contents listings link to their associated page.

## **Introduction**

<a href="#">Why Soup</a> .....	4
<a href="#">Consumer Insights</a> .....	6
<a href="#">Core Menu</a> .....	7

## **Soup, Simplified**

<a href="#">Flavor, Simplified</a> .....	10
<a href="#">Product Specifications</a> .....	11
<a href="#">Eating with Purpose</a> .....	12
<a href="#">Speed Scratch Soups</a> .....	14
<a href="#">Recipes Beyond Soup</a> .....	16

## **Pricing & Promotions**

<a href="#">Pricing Soups</a> .....	17
<a href="#">Pricing Analysis</a> .....	19
<a href="#">Soup as a Combo</a> .....	20
<a href="#">More Ideas to Boost Sales</a> .....	21

## **Getting Started**

<a href="#">Soup Station Layouts</a> .....	22
<a href="#">Station Basics</a> .....	23

## **Support Materials/Soup Resources**

<a href="#">Enhance Your Soup Sales</a> .....	24
<a href="#">Foodservice Tools</a> .....	25
<a href="#">Preparation Techniques</a> .....	26
<a href="#">Campbell's Culinary Heritage</a> .....	27

# WHY SOUP?

## Patrons Want Choices

- A menu is, by definition, about choices.
- Soup is an easy way to offer variety and keep your menu fresh, interesting, and satisfying.

## Patrons Seek Value

- Today's consumers are demanding better value when they spend their money.
- Soup is a proven way to add value and multiply profits, served by itself or in combination with another menu item.

**57%** of consumers want **"SOMETHING FAMILIAR"**

**40%** want **"SOMETHING I CANNOT MAKE AT HOME OR PURCHASE AT RETAIL"**

**69%** of consumers say **SOUP SATISFIES A CRAVING**

**41%** agree they **FEEL HEALTHIER** after eating a meal that includes soup

Technomic, Inc. 2014, The Left Side of the Menu: Soup & Salad Consumer Trend Report

*Campbell's® Reserve*  
Broadway Basil &  
Tomato Bisque  
21081



# WHY SOUP?

## It's Good for You — and Good for Your Profits

Soup can be a significant revenue booster on your menu.

It offers a **60% PROFIT MARGIN OR HIGHER**, has a low food cost, and it holds well, minimizing waste

## Soup Increases Check Averages

When it comes to making money, soup may be the sleeping giant for foodservice operators – with potential profit margins of over 60%.

SOUP SOLD	5-8 OZ CUPS/DAY	10-8 OZ CUPS/DAY	15-8 OZ CUPS/DAY	20-8 OZ CUPS/DAY
Daily Profit	\$12.55	\$25.10	\$37.65	\$50.20
Monthly Profit	\$376.50	\$753.00	\$1,129.50	\$1,506.00
Annual Profit	\$4,518.00	\$9,036.00	\$13,554.00	<b>\$18,072.00</b>

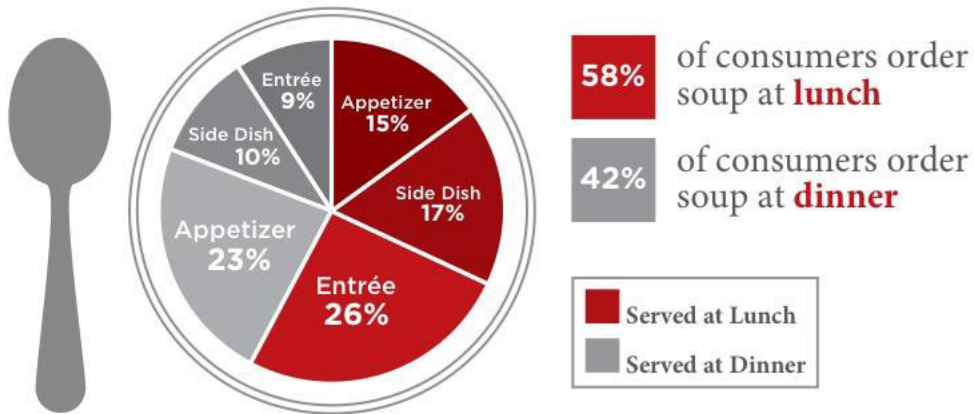
Based on assumed \$0.14 cost/oz cost + labor (\$0.50/cup) = \$1.48/serving/\$3.99 sell (\$2.51 profit per 8 oz cup)

Campbell's® Signature  
Harvest Butternut Squash



# CONSUMER INSIGHTS

## SOUP WORKS HARD ACROSS THE MENU AND ACROSS DAYPARTS<sup>1</sup>



## MENU THE RIGHT SOUPS CONSUMERS WANT

**46%** of consumers say they **VISIT CERTAIN RESTAURANTS** because they **ENJOY THE SOUP** offered

**54%** of consumers **EAT SOUP AT HOME** once a week or more often



### OPERATOR SOLUTION

Offer a variety of premium and differentiated soups that are not easily duplicated at home in order to justify price points and differentiate foodservice offerings.

# CORE MENU

The Core Menu is your go-to list of essential soups to have on hand. Based on industry trends and foodservice menus, it ensures that you have the right combination of options to keep customers happy.



## STEP 1:

Select from the nationwide top-sellers.

### Top-Selling Soup Flavors Nationwide<sup>1</sup>

- Broccoli Cheese
- Chicken Noodle
- Beef Chili with Beans
- Beef Chili without Beans
- Tomato Basil/Roasted Tomato Basil
- Cream of Potato
- Chicken Tortilla
- Tomato Bisque
- Boston Clam Chowder
- Lobster Bisque

*Campbell's® Reserve*  
Lobster Bisque with Sherry  
21068



Use our Core Menu strategy to maximize soup selling potential.



# CORE MENU

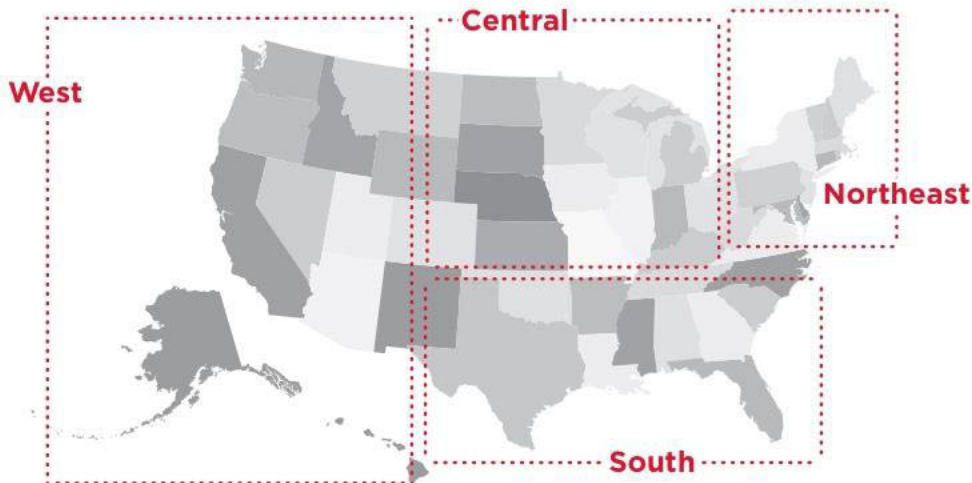


## STEP 2:

Compare and balance this list with top-selling frozen soups in your region — be sure to consider your regional growth flavors.

## Overall Soup Sales by Region

A survey of all U.S. soup brands



## Regional Favorites

### West

Lobster Bisque  
Boston Clam Chowder  
Chili - Vegetarian  
Tomato Basil

### Central

Chili - Beef with Beans  
Chicken Tortilla  
Chicken & Rice  
Chicken & Dumpling  
Cheese

### South

Chili - Beef without Beans  
Cream of Potato  
Chicken Gumbo  
Loaded Baked Potato  
Red Pepper

### Northeast

NE Clam Chowder  
Italian Wedding  
Lobster Bisque  
Seafood Chowder  
French Onion

## Regional Growth Flavors

### West

Broccoli Cheese  
Tomato Basil  
Lobster Bisque

### Central

Broccoli Cheese  
Chicken & Rice  
Tomato Basil

### South

Chicken Noodle  
Cream of Potato  
Tomato Basil

### Northeast

Lobster Bisque  
Seafood Chowder  
Chicken Tortilla



# CORE MENU



## STEP 3:

Consider seasonality, holidays, regional/ethnic flavors, and healthy varieties.



A sampling of *Campbell's*® seasonal and ethnic varieties.

### SEASONAL FLAVORS

#### *Campbell's*® Signature

- Harvest Butternut Squash
- Southwest Vegetarian Chili

#### *Campbell's*® Reserve

- Broadway Basil & Tomato Bisque
- Basil Chicken Chili with Beans
- Butternut Squash with Curry

### ETHNIC FLAVORS

#### *Campbell's*® Signature

- Chicken Tortilla
- Cheesy Chicken Tortilla

#### *Campbell's*® Reserve

- Roasted Poblano & White Cheddar with Tomatillos
- Wicked Thai Style Chicken & Rice
- Moroccan Vegetable



## STEP 4:

Reference the number of soup wells in your operation.

### Recommended Soup Strategy – Operations

NUMBER OF WELLS			
Soup Base	1 Broth 1 Cream	1 Broth 1 Cream 1 Chili	2 Broths or 1 Broth 1 Cream or 2 Creams 1 Chili
Soup Type	1 Vegetarian 1 Protein	1 Vegetarian 1 Protein 1 Chili	1 Vegetarian 1 Protein 1 Chili
Flavor Type	1 National Core Flavor 1 Seasonal, Regional, or Ethnic Flavor	1 National Core Flavor 1 Seasonal, Regional, or Ethnic Flavor 1 Chili Flavor	2 National Core Flavors 1 Seasonal, Regional, or Ethnic Flavor 1 Chili Flavor

This assortment allows you to meet the needs of a variety of consumers:

- Those looking for comfort food
- Adventurous eaters looking for unique flavors
- Those seeking a healthful option
- Traditionalists who perceive soup to be a good value



## STEP 5:

Place your order!

# FLAVOR, SIMPLIFIED

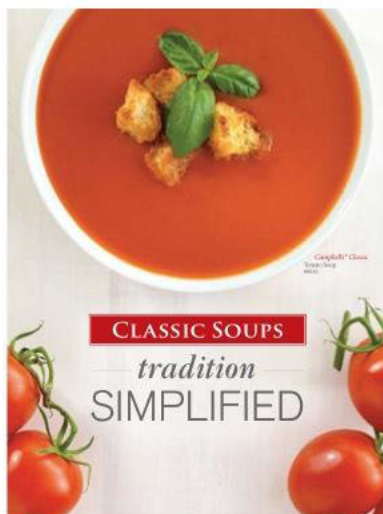
With chef-designed, patron-inspired flavors, Campbell's portfolio is organized into three categories to make it simple to find the right soups for your operation. From the timeless favorites of *Campbell's® Classic* to the authentic flavors of *Campbell's® Signature* to the indulgent, complex tastes of *Campbell's® Reserve*, our diverse portfolio offers the perfect soup to satisfy any craving.



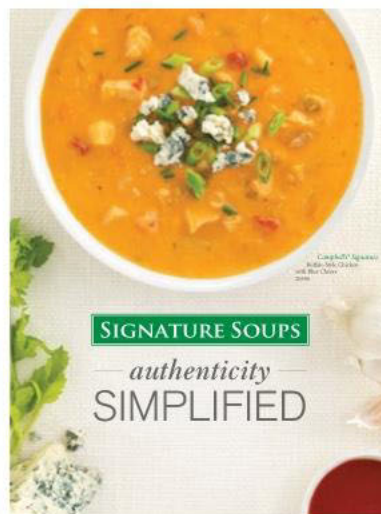
## FLAVOR, SIMPLIFIED PORTFOLIO



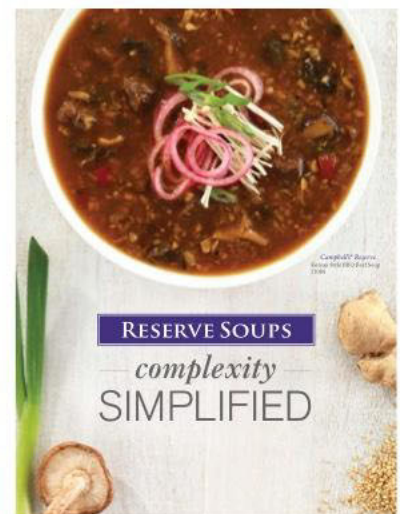
[ [DOWNLOAD](#) ]



Some of the best-loved recipes take years to perfect – but who has that kind of time? *Campbell's® Classic* soups make it easy to bring timeless favorites to the table, bowl after bowl after bowl.



Real flavor starts from scratch and simmers for hours – but you only have minutes. *Campbell's® Signature* soups make it easy to bring everyday favorites and authentic flavors to every bowl, every time.



Creating complex flavor experiences is no simple task. That's where we come in. *Campbell's® Reserve* soups bring together rich stocks, real cream and specialty ingredients – making it easy to deliver indulgent flavor in every bowl.

# PRODUCT SPECIFICATIONS



*Campbell's® Classic*  
Chicken Noodle  
01256

*Campbell's*

## CLASSIC SOUPS

### Formats

- Condensed 50 oz cans
- Condensed 192 oz pouch
- Ready-to-eat 7.25 oz cans
- Ready-to-eat 50 oz cans

[ [CLICK FOR DETAILS](#) ]



*Campbell's® Signature*  
Vegan Vegetable  
20600  
**VG**

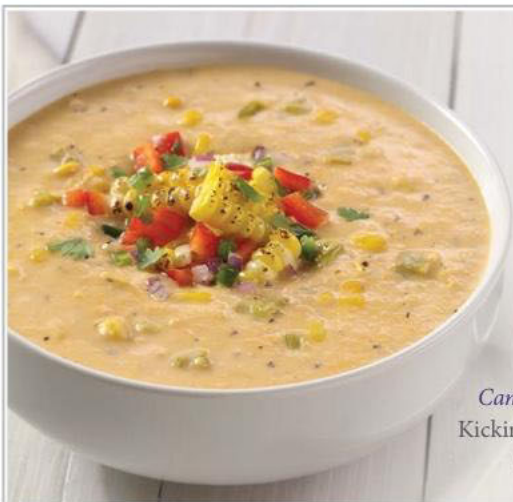
*Campbell's*

## SIGNATURE SOUPS

### Formats

- Ready-to-cook condensed frozen  
3/ 4 lb tubs
- Ready-to-eat frozen 4/ 4 lb pouches

[ [CLICK FOR DETAILS](#) ]



*Campbell's® Reserve*  
Kickin' Crab & Sweet  
Corn Chowder  
21082

*Campbell's*

## RESERVE SOUPS

### Formats

- Ready-to-eat frozen 4/ 4 lb pouches
- Ready-to-eat frozen 4/ 3 lb pouches\*

[ [CLICK FOR DETAILS](#) ]

# EATING WITH PURPOSE

**Soup is a “hot,” on-trend favorite that is appealing to health-conscious and vegetarian consumers.**

Increase your customer's perceived value with “healthy halo” soup qualities, including reduced sodium, low-fat, gluten free, high-fiber, vegetarian, and vegan.

**7 in 10** are more likely to **CHOOSE A DINING LOCATION** based on **HEALTHY OPTIONS** on the menu<sup>1</sup>

Healthy menu items have grown  
**+154%** over the last  
**5 YEARS**<sup>2</sup>

Healthy menu items have  
**INCREASED ALMOST 20%**  
on the **TOP 500 CHAIN MENUS**  
over the past two years<sup>3</sup>

**53%** of fast casual customers say that **HEALTHY MENU ITEMS ARE IMPORTANT**, and

**63%** **EXPECT THEM**<sup>1</sup>

<sup>1</sup>What Consumers Want To Eat Now, Restaurant Business, Vol. 114, No. 1, January 2015

<sup>2</sup>Technomic U.S. Grab-N-Go Healthy Eating, October 2014

<sup>3</sup>Anne Mills, “Closing the Gap on Healthy Restaurant Meals,” Technomic blog, November 2014

Campbell's® Signature  
Healthy Request®  
Mediterranean Vegetable  
19123



# EATING WITH PURPOSE

Campbell's® offers many delicious soups to accommodate the unique health requirements of today's consumers.

 <p><b>CLASSIC SOUPS</b></p> <p>TIME-TESTED PATRON FAVORITES</p> 	 <p><b>SIGNATURE SOUPS</b></p> <p>AUTHENTIC, ON-TREND FLAVORS</p> 	 <p><b>RESERVE SOUPS</b></p> <p>PREMIUM, INDULGENT SOUPS</p> 
<p><b>42 Classic Soups:</b></p> <ul style="list-style-type: none"> <li>• Vegetarian: 17</li> <li>• Vegan: 1</li> <li>• <i>Healthy Request</i>®: 7</li> <li>• Low Sodium: 7</li> </ul>	<p><b>67 Signature Soups:</b></p> <ul style="list-style-type: none"> <li>• Vegetarian: 21</li> <li>• Vegan: 3</li> <li>• Gluten Free: 7</li> <li>• <i>Healthy Request</i>®: 9</li> </ul>	<p><b>26 Reserve Soups:</b></p> <ul style="list-style-type: none"> <li>• Vegetarian: 5</li> <li>• Vegan: 1</li> </ul>

## Health and Ingredient Claim Key



Contains no gluten



140 mg or less of sodium per serving



Contains no meat, poultry, fish, seafood, or animal byproducts including dairy and eggs



Each serving is low in fat, saturated fat and cholesterol, with 410 mg of sodium or less per 8 oz serving. Contains, without fortification, at least 10% of the daily recommended value for one of the following: vitamin A, vitamin C, calcium, iron, protein or fiber. While many factors affect heart disease, a diet low in



Contains no meat, poultry, fish, or seafood

# SPEED SCRATCH SOUPS

Operators are challenged to serve on-trend, flavorful, and healthful food, while making the most of their labor and skilled resources.

Speed scratch cooking is a valuable aid in this effort. Speed scratch is a great way to get unique, homemade taste using pre-prepared product.

## Benefits of speed scratch include:

- Reduced waste because product comes ready-for-assembly
- Reduced need for expensive skilled labor
- Consistent preparation brings product uniformity
- Reduced cleanup time
- Easier inventory and handling

**73%** of all soups are made completely or partially **FROM SCRATCH**<sup>1</sup>

**3 out of 10** operators say they will **INCREASE** their use of **FROM-SCRATCH COOKING** in the next two years<sup>2</sup>



Chil  
(Spicy Tomato Cr  
Made with *Campbell's®* Sig  
Low Sodium Vegetarian )  
Culinary Foundati

[ REC

# SPEED SCRATCH SOUPS

Cooking with *Campbell's® Classic* soups, *Swanson®* broths, and *Campbell's® Signature* Culinary Foundations can help you achieve a variety of flavor profiles and recipes customized to your needs across preparation, cost, and nutrition parameters.

## **NEW!** *Swanson®* Unsalted Chicken Broth

- Information Sheet  
[ [DOWNLOAD](#) ]
- Chicken Noodle Soup  
(with Unsalted Chicken Broth)  
[ [RECIPE](#) ]
- *Swanson®* Broth Recipes  
(with Unsalted Chicken Broth)  
[ [RECIPE](#) ]

## **NEW!** *Campbell's® Signature* Low Sodium Culinary Foundations

- Information Sheet  
[ [DOWNLOAD](#) ]
- Pork Pozole Soup  
(with Low Sodium Chicken Culinary Foundation)  
[ [RECIPE](#) ]
- Tuscan Kale and Bean Soup  
(with Low Sodium Vegetable Culinary Foundation)  
[ [RECIPE](#) ]



### **BUILD-A-BOWL™**

An easy and profitable way to satisfy consumer craving for feel-good meals that are also customizable. Try this great soup station platform in healthcare, ski resorts, and country clubs. Recipes include: Loaded Potato Soup, Buffalo Chicken Soup, Chicken Corn Chowder, and Cheeseburger Soup.

[ [DOWNLOAD](#) ]



Chicken Parmesan Soup  
Made with *Campbell's® Classic Healthy Request®*  
Tomato Soup 04145

[ [RECIPE](#) ]



### **CULINARY FOUNDATIONS RECIPE BOOK**

[ [DOWNLOAD](#) ]



### **SCRATCH, SIMPLIFIED**

Read more on page 24.

[ [DOWNLOAD](#) ]



# RECIPES BEYOND SOUP

## BRAISED KALE WITH CHICKPEAS & QUINOA

This savory Mediterranean-inspired dish is made with kale, chickpeas, and quinoa sautéed with *Campbell's® Healthy Request®* Tomato Soup and garnished with feta cheese.

**Total Time:** 30 minutes

**Serving Size:** ½ cup

**Effort:** Easy

**Yields:** 30



[ [RECIPE](#) ]

## CHICKEN MARSALA

Chicken breasts are dredged in flour and sautéed with onion, mushrooms, garlic, marsala wine, and *Swanson®* Unsalted Chicken Broth to make this favorite Italian dish that is full of flavor, not salt.

**Total Time:** 45 minutes

**Serving Size:** 1 chicken breast with sauce

**Effort:** Medium

**Yields:** 20



[ [RECIPE](#) ]

## SPICY ALMOND COCONUT RICE

Plain rice is good, but this sweet and spicy version made with *Campbell's® Signature* Low Sodium Chicken Culinary Foundation is even better. Coconut milk, lemon zest, crushed red pepper, and garlic powder transform the rice into a really special side dish.

**Total Time:** 40 minutes

**Serving Size:** ½ cup (#8 scoop)

**Effort:** Easy

**Yields:** 111



[ [RECIPE](#) ]

## CUCUMBER TOFU SALAD

A bold and fresh cucumber salad with tofu and cilantro give this salad a fresh summer feel. Finished with jalapeño and *Campbell's® Reserve* Thai Green Curry Sauce.

**Total Time:** 20 minutes

**Serving Size:** ½ cup

**Effort:** Easy

**Yields:** 30



[ [RECIPE](#) ]



# PRICING SOUPS

Price is perhaps the most important of the four P's when it comes to marketing soup. It is very important that you price soup effectively.

## Steps to Effective Pricing

### STEP 1:

#### Conduct Competitive Analysis

Review competitor prices of similar products. Be sure to note the portion and price of each item. Take note of combos in restaurant/café environments.

### STEP 2:

#### Build Station Menus

Consider limitations in determining the menu items that will sell in your marketplace.

### STEP 3:

#### Determine Prices



Price your premium and specialty soups such as bisques, stews, chowders, and chili, at higher price points than standard or light options, such as broth and cream-based soups.

### STEP 4:

#### Evaluate Prices Compared to Competitors, using the "4 P's" of Pricing:

##### Product

- How does the competitor's product compare to yours?

##### Price

- How does their pricing compare to yours?
- What is their pricing strategy? (combos, trade-up, frequency program, value meals, etc.)

##### Place

- Where is the soup area/station located? (high traffic, captive audience, major highway, shopping center, etc.)

##### Promotion

- How do competitors promote their products? (combos, POS advertising/merchandising, signage, etc.)

# PRICING SOUPS

## Steps to Effective Pricing *(continued)*

### STEP 5: Finalize Prices Based on your Location's Profitability Goals

- Be sure that you understand your desired food cost percentage to determine if your pricing strategy is sound.
- Evaluate your final price using "Pricing to the 9's."<sup>1</sup> Prices ending with the number 9 are so effective that they can outsell even lower prices for the exact same products. Items "Priced to the 9's" routinely outsell a lower price by approximately 24%.
- How to price to the 9's: an item you want to sell for \$2.00 should become \$1.99; conversely, a price of \$2.25 should be priced at \$2.29.
- Customers are less likely to object to an increase in prices that end in the number 9.

## PRICING Q&A

**Q:** How often should I **REVIEW PRICES** for necessary adjustments?

**A:** At least **QUARTERLY** and/or each time you introduce a **NEW PRODUCT**.

<sup>1</sup>Anderson, E.T. and Duncan, I.S. "Effects of \$9 Price Endings on Retail Sales: Evidence from Field Experiments." *Quantitative Marketing and Economics* 1, 93-110.



*Campbell's®*  
Roasted Poblano & White  
Soup with T

# PRICING ANALYSIS

## Soup Pricing – National Averages<sup>1</sup>

### 8 oz cup of soup

- Limited Service Restaurants.....\$3.57
- Full Service Restaurants.....\$5.49

### Combo Pricing:

#### Soup + Sandwich or Salad

- Limited Service Restaurants.....\$7.27
- Full Service Restaurants.....\$8.83



- National/regional locations are good starting points for competitive analysis, as they sell the most soups compared to other restaurant chain
- Remember to check your local grocery store that has a soup and salad bar.
- Measure your sales both against these leaders and against the nearest competition that has the most similarities to your operation.

## Sample Analysis<sup>2</sup> of National Fast Casual Locations

Featuring best-in-class soup execution

NATIONAL/REGIONAL LOCATION	CUP (8 OZ)	BOWL (12 OZ)	BOWL (16 OZ)	BREAD BOWL	AS PART OF A "PICK 2" OR COMBO
Panera Bread	\$4.29	\$5.09	N/A	\$5.29	\$8.79
Jason's Deli	\$2.99	\$3.99	N/A	\$4.98	\$7.29
McAlister's Deli	\$3.79	\$4.89	N/A	\$5.88	\$7.29
Corner Bakery Café	\$3.99	\$4.99	N/A	\$6.88	\$6.99

# SOUP AS A COMBO

Combos are a great way to build profitability and a wider array of menu choices.

## Combo Ideas: Try pairing soup with...



Sandwiches



Salads



French fries  
or baked potato



Freshly-baked breads,  
biscuits, muffins, etc.



Other soups –  
buy a 12 oz soup for regular price  
and get an 8 oz cup for a discount



When selling a combination of products at a percentage off an item that complements soup, use the most popular items on the menu. This will ensure greater participation.

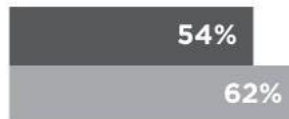
There is usually a trade-up of portion size in the mix, where price reduction on the whole combo may be as little as 5-10 percent.

Ensure that you will make equal or more profit from the combo than you would have without a combo. The profit increase from selling a larger size and more items. If customers usually buy a medium soup, trade the up to a large soup combo with sandwiches, salads, or freshly-baked accompaniments.

Consumers want to order soup both as a combo meal item and as a side<sup>1</sup>

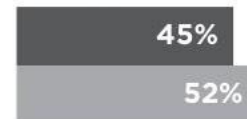
■ Male ■ Female

Overall  
**58%**



I am more likely to order soup as part of a combo meal than as a single item

Overall  
**49%**



It is important to me that I can substitute soup for sides that typically come with entrées

# MORE IDEAS TO BOOST SALE



## TOP 10 TIPS TO BUILD SOUP SALES

### 1. OFFER VARIETY

Three or four different soups a day is perfect

### 2. MOUTHWATERING NAMES

Use great names and tantalizing menu descriptions

### 3. DRESS IT UP

A little garnish can justify a lot more profit

### 4. SAMPLE TO ENHANCE THEIR EXPERIENCE

Promote new soups and minimize waste  
by offering small samples

### 5. SIZE TO SELL

Offer both cups and bowls to maximize  
your customers' options. You may also offer  
1 oz sample cups

### 6. CREATE COMBO VALUE

Pair soup with salads or sandwiches in creative ways

### 7. COMBINE SOUPS

Put two *Campbell's*® soups together  
and create a new sensation

### 8. MAKE SOUP A MEAL

Serve it with bread or even in a bread bowl  
- at a higher price point

### 9. MAKE SOUP A SNACK

Mid-afternoon? Late at night? Why not?

### 10. COOK WITH IT

Use soup as an ingredient in sauces or in other dishes



The Campbell's Foodservice website offers several resources to turn your soup station into a sales sensation. These include...

### WHAT'S IN A NAME?

The right menu name has the power to attract patrons. Get samples here of creative, appetizing naming ideas for *Campbell's*® Signature soups.

[ [DOWNLOAD](#) ]

### SOUP GARNISHING TIPS

Step up your presentation with the great ideas that make soups feel fresher, more premium and more delicious. Patrons perceive garnished soups as higher-value, so you can charge up to 25% more!

[ [DOWNLOAD](#) ]

### CAMPBELL'S® FLAVOR FUSION RECIPE

Combine two great-tasting *Campbell's*® soups for a truly unique flavorful creation!

#### *Classic*

[ [DOWNLOAD](#) ]

#### *Signature RTC*

[ [DOWNLOAD](#) ]

#### *Signature RTE*

[ [DOWNLOAD](#) ]

### CUSTOMIZATION IDEAS

Try these simple ideas when serving *Campbell's*® Tomato Soup to create interesting, fun, and delicious soup that can even become a meal!

[ [DOWNLOAD](#) ]

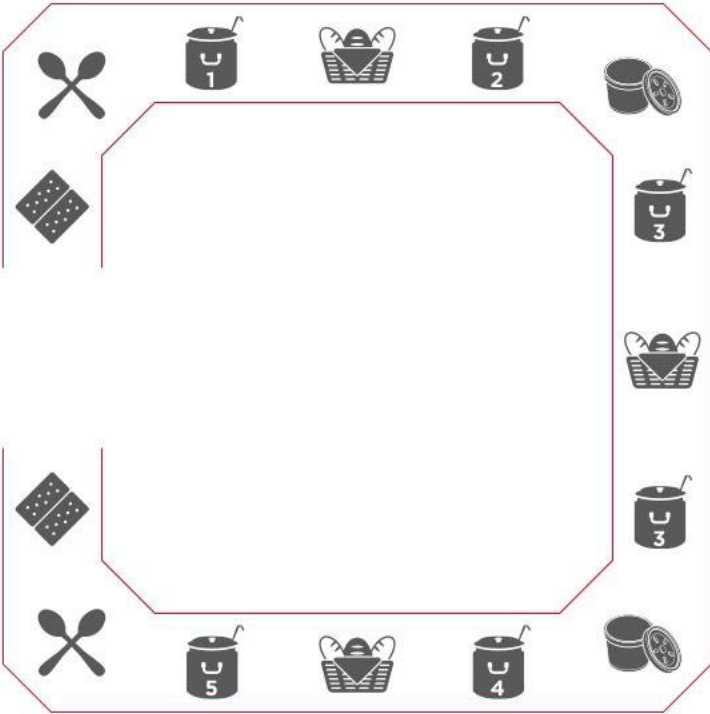
# SOUP STATION LAYOUTS



Use these diagrams as a basis for setting up your soup station. Depending on how many wells your station offers, you may want to repeat the more popular soups.

### Large Soup Station Recommendation

3 Rotating Soups, 1 Rotating Chili or Chowder, and 1 Standard Soup



KEY	
	Soup
	Spoons
	Crackers & Dry Toppings
	Fresh-Baked Offering
	Containers & Lids

### Small Soup Station Recommendation

3 Rotating Soups



### Small Soup Station Recommendation

2 Rotating Soups



# STATION BASICS



## SETUP

- Prep all ingredients for the day's menu and hold according to recipe.
- Produce the amount of soup based on historic customer counts.
- Prepare fresh-baked accompaniments that are appropriate for selected soups (bread, rolls, muffins, etc.).
- Use historic customer counts to determine counts for fresh-baked preparation.
- Bring crackers and dry toppings out to soup area.
- Preheat soup wells - if necessary, fill wells with water.
- Set out accompaniments at station (including complimentary crackers).
- Prepare signage for the day.
- Stock 8, 12, and 16 oz containers and lids.
- Stock soup spoons.
- Assure that all necessary sneezeguards, covers, lids, etc. are properly in place.
- Restock biscuits, rolls, muffins, and crackers as necessary - keep assortment looking fresh and full.
- If self-serve, monitor station consistently throughout service to prevent contamination of food by customers and to monitor soup temperatures per HACCP standard.
- Rethermalize soup (per HACCP guidelines) in batches as needed for service; or, prepare soups as close to time of service as possible to assure freshness.

## BREAKDOWN

- Turn off all soup kettles/warmers.
- Return all left-over food items to kitchen and deliver to cooks for storage following HACCP guidelines.
- Fresh-baked items should not be re-served - use for croutons, bread crumbs, etc. DO NOT DISCARD!
- Empty water from soup kettles/warmers. Clean and wipe wells.
- Transfer all soiled utensils to kitchen for washing.
- Clean all baskets and return them to station.
- Replenish soup containers, lids, soup spoons, and packaged crackers.
- Clean and sanitize counters and stationary equipment.
- Return service utensils (tongs, spoons, etc.) to station to be ready for next meal.

# ENHANCE YOUR SOUP SALES

Stock your station with appetizing soup accompaniments and increase your profits!

Breadsticks and garlic bread are the most preferred soup accompaniments, driven strongly by consumers aged 18-34

However, consumers aged **35 AND OLDER** show a notable **PREFERENCE FOR SALTINE CRACKERS**<sup>1</sup>



Use these guidelines as the foundation for your customized soup display. These tips are an essential starting point to build upon. Ensure an appetizing display to keep customers coming back.

## Recommended Soup Enhancements



Display soup labels that include product ingredients.



Price daily combos with 8 oz soup, then try to upsell to a larger size soup.



Display fresh bakery products in cloth-lined baskets and dry toppings in complementary serving bowls.



Use additional point-of-sale such as menu boards and point-of-purchase displays to bring attention to the station.



Provide three portion size options at minimum: 8 oz, 12 oz, and 16 oz.



Monitor soups to ensure quality. Keep the lid on to prevent evaporation. Stir frequently during service times to prevent skin forming on the sides of the container. Replenish soup if garnish has been depleted.



Keep a full supply of bowls, containers, and lids available. Do not overstock; replenish during service, as necessary.



# FOODSERVICE TOOLS

## Equipment & Smallwares

Branded equipment and stations yield increased soup sales and higher check averages; you can self-brand as your own “Soupery,” or leverage the widely-recognized *Campbell’s*® brand with these available options.

### Non-Branded

- Non-branded equipment
- Do-it-yourself signage

### Partially Branded

- Non-Campbell’s-branded equipment
- Campbell’s point-of-sale signage

### Fully Branded

- Campbell’s-branded equipment
- Campbell’s signage
- The Soupery™ equipment from Campbell’s has a clean, modern look, and allows you to promote soup offerings as your own.

## Sample Menu Flyers

Soup is often a spontaneous purchase so display merchandising materials such as nutrition/flavor tags near the point-of-purchase.



**CAMPBELL'S  
SOUP STATION  
EQUIPMENT**

[ [DOWNLOAD](#) ]



Campbell's Foodservice makes it easy to quickly change signs or incentives to customers to purchase more with customizable print-on-demand POS and nutrition flavor tags.

For more information, contact your Campbell's sales representative.

# PREPARATION TECHNIQUES



The following resources have complete handling guidelines, with information on:

- Receiving
- Storage
- Thawing
- Heating Procedures/Optics
- Opening Pouch or Tray Pack
- Serving Soup
- Leftover Handling

## **READY-TO-EAT FROZEN POUCH SOUP HANDLING GUIDELINES**

[ [DOWNLOAD](#) ]

## **FROZEN CONDENSED SOUP HANDLING GUIDELINES**

[ [DOWNLOAD](#) ]



*Campbell's® Reserve*  
Wicked Thai Style  
Chicken & Rice  
20805

# CAMPBELL'S CULINARY HERITAGE

The company's culinary history of excellence dates back to the early 1900s when Campbell's original Chefs started a legacy of skill and respect for cooking as an art form. Today, it's still part of Campbell's culinary tradition to involve its Chefs in product development. Campbell's Chefs contribute to the trends and soup cooking process through quality control, recipe development and product creation. During Campbell's 145-year culinary heritage, our Chefs have always honored the company's legacy by transforming culinary ideas into final products.



Explore *Campbell's*® *Classic*, *Signature* and *Reserve* soups at [CampbellsFoodservice.com](http://CampbellsFoodservice.com)

For more information, contact your Campbell's Foodservice Sales Representative,  
call 1.800.TRY.SOUP (879.7687) or email [campbells\\_help@archway.com](mailto:campbells_help@archway.com).

*Campbell's*  
FOODSERVICE

