



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

## HERE'S HOW IT WORKS:

**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 dots on the OptiMenu Graph. (See reverse.)

**STEP 3** Plan the Optimum Menu  
Use the OptiMenu Soup Planner with the Campbell's Soup Collections Catalog to choose soups that best fit your profile.

## THE 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
<b>MENU PROFILE</b>	<input type="checkbox"/> Dress Code <input type="checkbox"/> À La Carte <input type="checkbox"/> Fine Dining <input type="checkbox"/> Top-Shelf Liquor <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"/> Fusion 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"/> American Regional Dishes <input type="checkbox"/> Tapas	<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"/> Salad	<input type="checkbox"/> Value Menu <input type="checkbox"/> Homemade Quality <input type="checkbox"/> "Blue Plate Specials" <input type="checkbox"/> Comfort Foods <input type="checkbox"/> Simple Dishes <input type="checkbox"/> Traditional Dishes <input type="checkbox"/> Kids' Menu <input type="checkbox"/> Familiar Tastes <input type="checkbox"/> All-Time Favorites <input type="checkbox"/> Mac'n Cheese
<b>PATRON PROFILE</b>	<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-Travelled <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"/> Informal <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 <small>(Children under 5)</small> <input type="checkbox"/> Solo Dining
<b>Total Checkmarks:</b> Transfer to the OptiMenu Graph in Step 2. (See reverse.)	_____ Column 1 Total	_____ Column 2 Total	_____ Column 3 Total	_____ Column 4 Total

**STEP 2** Find out how your patrons fit into the Campbell's Soup Collections. Transfer your totals to the chart below. Fill in the corresponding circle and connect the dots to create your profile.



## THE OPTIMENU SOUP PLANNER

**STEP 3** Use Your OptiMenu Profiler Scores to Optimize Your Soup Menu. The higher the score above, the more important the Collection is to your operation. Use the *Campbell's Soup Collections Catalog* to make your choices.

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

**2<sup>ND</sup> HIGHEST** Consider including soups from this Collection, especially if this is a high score.

**REMAINING** Try soups from these Collections, based on your scores.

Use the weekly soup rotational schedule below to determine your best weekly soup line-up.

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



**1 800 TRY SOUP**  
www.rethinksoup.com

**RETHINK SOUP™ THINK CAMPBELL.**

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.