

# 3 WAYS TO MENU SOUPS DURING THE HOLIDAY SEASON

Many diners seek out indulgent, craveable soup options during the holidays, but a growing number of consumers are also looking for better-for-you options. Try these strategies for maximizing soup sales, from offering healthier options to spicy and ethnic choices.

## 1 GO VEG



# 74%

of consumers say they're more likely to purchase soup that includes a serving of vegetables.

### TAKEAWAY:

Incorporate superfoods and veggies into warming comfort-food soups. For instance, add chopped kale to potato soup, or serve soup with superfoods already included, such as creamy cauliflower, quinoa and fontina soup.

PARTICULARLY DURING COLD MONTHS, SOUP CAN BE A TRAFFIC DRIVER

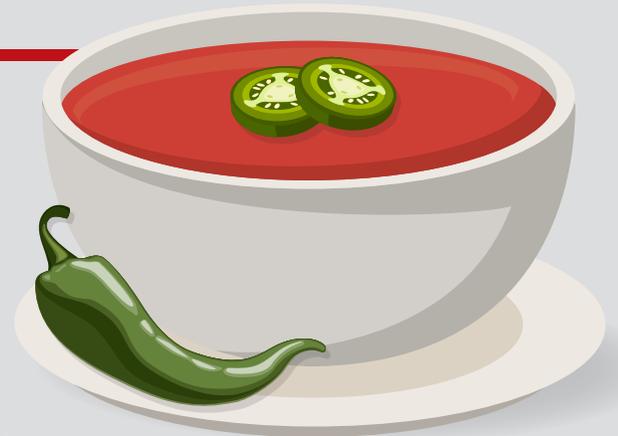
# 61%

of consumers say they are more likely to order soup when it's cold outside.

## 2 TURN UP THE HEAT

# 34%

of consumers prefer to order soups with spicy flavors.



### TAKEAWAY:

Menu soups with spicy flavors, such as coconut green curry with shrimp, or offer toppings such as Sriracha to allow customers to spice up standard soups.

## 3 DRAW INSPIRATION FROM AROUND THE GLOBE



# 34%

of consumers say they are interested in trying more ethnic soups.

### TAKEAWAY:

Put broth-based ethnic soups, such as Vietnamese pho, Mexican caldo de pollo (chicken soup) or Japanese ramen on the menu. Customizable, rich and warm, these soups offer something new and craveable with a better-for-you spin.

## GLOBAL SOUPS ARE ON THE RISE

Asian flavors have grown 5% on winter soup menus. Asian soups such as pho and more are perfect for warming up during the winter time. Full of flavor from herbs and spices, they're perfect for diners looking for something boldly flavored yet light.

## GUESTS ASSOCIATE HEALTH WITH SOUP

*"When I want to eat healthy, I usually order soup":*

# 30%



For more information on how seasonal soups can drive business, visit [campbellsfoodservice.com/tips-trends/fresh-for-the-season/](http://campbellsfoodservice.com/tips-trends/fresh-for-the-season/)