

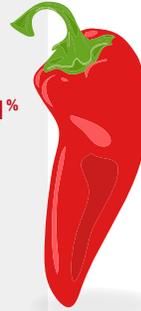
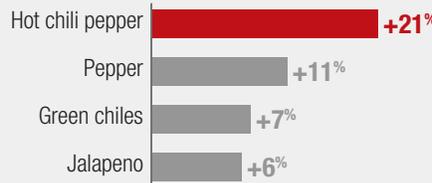
4 Trending Flavors & Ingredients for Springtime Soup Menus

Soup is a perfect addition to spring and summer menus, when fresh produce is abundant and diners want something a bit less indulgent. Warmer weather also means there's ample opportunity for operators to experiment with lighter flavors and unique ingredients. Change things up with these four trending ingredients for spring soups.

1 Hot and Spicy

Diner desire for on-fire flavors isn't showing any signs of waning. Use spicy sauces, peppers and condiments to kick up the heat in springtime soups.

YEAR-OVER-YEAR GROWTH:

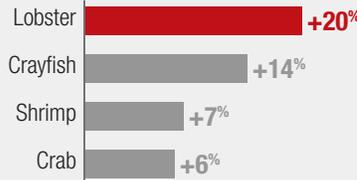


MENU INSPIRATION:

Top a bowl of **Savory Beef Chili with Spicy Pepper Trio** with chopped chiles or jalapenos for a burst of fresh, zesty flavor.

2 Shellfish

From rich bisques to interesting global influences, shellfish is popping up in soups more and more. Best of all, this is a premium ingredient that operators can charge more for.



MENU INSPIRATION:

Add lobster as a garnish to **lobster bisque** (or other seafood soups) for additional indulgence; menu shrimp as a premium add-on to **jambalaya**.



3 Asian Influence

Up 4% on menus year-over-year, Asian soup is becoming a fast favorite for many diners. Asian ingredients trending in soup include:



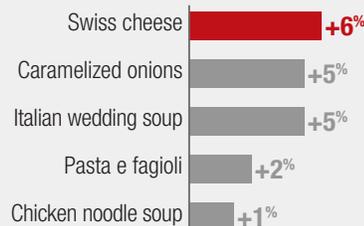
MENU INSPIRATION:

Start with a prepared **chicken**, **beef** or **vegetable pho broth** or use Vegetarian **Vietnamese Pho Soup Base** and menu Vietnamese soup with rice noodles and all the trimmings, like sliced onions, bean sprouts, cilantro, lime wedges, sliced jalapenos and more.

4 Comfort Food Classics

Soups that invoke feelings of nostalgia are back on-trend – **chicken noodle**, **pasta e fagioli**, **French onion** and **Italian wedding soups** are all growing. Bring back these crowd pleasers to attract diners who want something familiar.

COMFORT SOUP (AND INGREDIENTS) GROWTH, YEAR-OVER-YEAR:



For more information on how seasonal soups can drive business, visit campbellsfoodservice.com/tips-trends/fresh-for-the-season/