

5 WAYS TO USE SOUP FAVORITES ACROSS THE MENU

Soup is a guest favorite when menued as an appetizer, side or entree. But operators looking to get more mileage out of soups can use it as a back-of-house item: as a sauce, a poaching liquid and more.

Asian

45% of consumers 18-34 say they're interested in trying more ethnic soups.

RECIPE TIP: Use a prepared base for ethnic soups such as pho or ramen. Then, add in spices, herbs and toppings to create delicious, speed-scratch soups from around the globe.



Beef Stew

Consumers' most-preferred style of soup is beef stew—57% say they'd be likely to order it.

RECIPE TIP: Make this hearty soup even more comforting by serving it as part of a loaded baked potato. Top it with cheddar cheese and scallions for a unique twist on chili-topped baked potatoes.



Broccoli

Broccoli is one of the most-preferred vegetables in soup (66% of consumer say it's their favorite), thanks to the menu classic broccoli cheddar.

RECIPE TIP: Turn the tables on brunch—use broccoli cheddar soup as a stand-in for hollandaise sauce on a.m. dishes like eggs Benedict or over a veggie-potato hash.



Chili

Another thick and hearty favorite, chili can be used in many ways for unique and comforting twists on classics.

RECIPE TIP: Spoon chili over nachos and top with cheese or add as a premium burger topping for an indulgent update. Stir chili into mac and cheese or use it as a fry or hash brown topping—the possibilities are endless.



Seasonal Soups

61% of consumers say they are more likely to order soup when it's cold outside—many operators add additional seasonal soups to menus to attract more traffic.

RECIPE TIP: For using seasonal soups outside of the bowl, ladle butternut squash soup over ricotta-and-sage ravioli during the fall, or use a light vegetable broth as a base for risotto primavera in the spring.

