

BOOSTING SALES WITH SOUP

40%

of consumers visit certain restaurants specifically because they enjoy their soup

Learn more about consumer preferences to strategize for optimum sales



INTERESTING SOUPS CAN BE A GOOD HOOK, PARTICULARLY WITH YOUNGER DINERS

I would be interested in trying:

50%

37%

64%

of consumers aged 18-34

52%

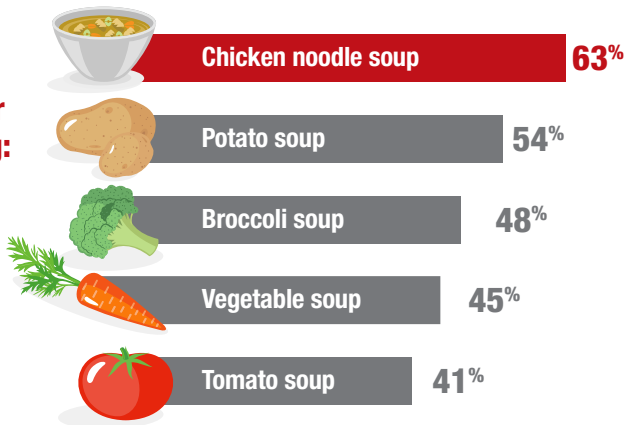
of consumers aged 18-34

New or unique types of soup

More ethnic soups

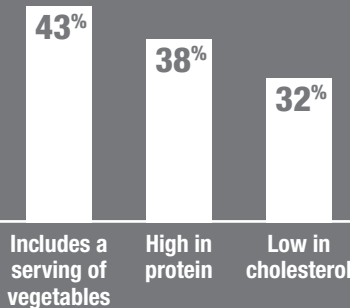
BUT THE CLASSICS ARE STILL POPULAR

I would consider ordering:



HEALTH IS IMPORTANT

I'm more likely to purchase and pay more for soup described as:



WHEN ORDERING HEALTHY ITEMS...

37%

of consumers look for items labeled as healthy.

61%

look for natural ingredients.

...AND OPERATORS SHOULD OFFER VEGETARIAN OPTIONS

44%

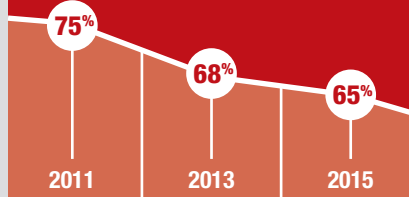
of consumers say they think restaurants should offer at least one vegetarian soup.

WEATHER'S INFLUENCE IS DROPPING



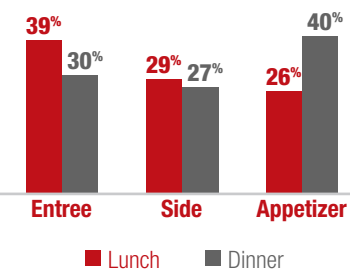
Soup is becoming more versatile, perhaps indicating that consumers are ordering it more year-round

I'm more likely to purchase soup when it's cold outside.



Offering different portion sizes can help appeal to those who want a smaller or larger bowl

I order soup as a/n:



53%

of consumers say it is important that soup be bundled with other food items

52% are likely to order with a full/half sandwich

41% are likely to order with a salad

44% want to be able to substitute soup for sides

