



WE'RE HERE FOR YOU AND ALL YOUR

DELIVERY & TO-GO NEEDS.



GUESTS TURN TO SOUP FOR COMFORT

Here are **4 QUICK WAYS** to offer comfort through delivery and to-go:

1

EXPAND SIZE OFFERINGS TO INCLUDE APPS AND FAMILY STYLE



29% OF CONSUMERS SAY FAMILY-SIZED ITEMS WOULD MOTIVATE THEM TO ORDER FOOD DURING CURRENT TIMES¹

2

OFFER SOUP AS A COMBO MEAL OR A SIDE FOR SANDWICHES AND SALADS



45% OF CONSUMERS ARE LIKELY TO PURCHASE A COMBO MEAL FEATURING SOUP AND A SANDWICH²

3

INCLUDE SEASONAL SOUPS IN LTO OFFERINGS



70% OF CONSUMERS SAY THEY ARE MORE LIKELY TO PURCHASE SOUP THAT'S DESCRIBED AS SEASONAL²

4

ENSURE SOUPS HAVE DESCRIPTIONS OR ROMANCE COPY



55% OF CONSUMERS ARE MORE LIKELY TO ORDER SOUP IF THEY CAN READ A DESCRIPTION ON THE MENU²

SAVE COSTS WITHOUT SACRIFICING QUALITY.

Our ready-to-eat soups* are crafted with care and simple to serve; just heat in our pouch, pour into a kettle and ladle into a serving cup.



HEAT



POUR



SERVE

LESS PREP, LESS CONTACT WITH FOOD.

Add a tamper-proof sticker to give guests even more peace of mind.

— QUICK TIP —

TAP INTO NATIONAL MOVEMENTS ON YOUR SOCIAL CHANNELS LIKE **#OPENFORTAKEOUT**, A NEW TREND TO SUPPORT THE RESTAURANT INDUSTRY.

*Our RTE soups have been fully cooked before freezing. During the manufacturing process, the soup is brought up to 190°F to adhere to food safety regulations.

¹Datassential's Covid-19 Report #3: Into the Home ²2018 Technomic, Inc., Soup and Salad Consumer Trend Report



For suggested romance copy, seasonal suggestions and a full list of recipes and products, visit campbellsfoodservice.com.

