



MEET THE GROWING DEMAND FOR

# CURBSIDE PICKUP AND CONTACTLESS DELIVERY.



MORE THAN **36%** OF OFF-PREMISE CONSUMERS HAVE USED CURBSIDE PICKUP OR DELIVERY DURING THE PANDEMIC,



AND OF THESE CONSUMERS,

**2/3** ANTICIPATE CONTINUING CURBSIDE OR DELIVERY AFTER DINE-IN SERVICE RESUMES.<sup>1</sup>



## DELIVER COMFORT THROUGH SOUP.

### TIP 1 FAMILY-STYLE

INCLUDE LARGER PORTIONS OF SOUP IN YOUR MEAL BUNDLES.

**27%**

OF CONSUMERS ARE PURCHASING FAMILY MEAL BUNDLES FROM RESTAURANTS.<sup>1</sup>

[FOR OUR CHEF'S SUGGESTIONS, CLICK HERE](#)

### TIP 2 COMBO MEALS

PAIR SOUP WITH A SALAD OR A SANDWICH.

**53%**

OF CONSUMERS SAY IT IS IMPORTANT THAT SOUP BE BUNDLED WITH OTHER FOOD ITEMS.<sup>2</sup>

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### TIP 3 GARNISHES

PACKAGE GARNISHES IN SEPARATE CONTAINERS.

- Maintains integrity of ingredients
- Helps recreate the dine-in experience

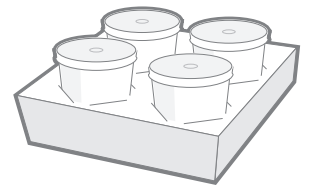


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### TIP 4 SOUP FLIGHTS

OFFER A SOUP SAMPLER PACK USING CARRIERS.

- Satisfies multiple preferences
- Allows customers to try multiple seasonal offerings



## ELEVATE THE EXPERIENCE THROUGH PACKAGING.

### SERVE SOUP IN CONTAINERS THAT:

- Have a strong lid locking system with vent to prevent spillage
- Are insulated to keep soup warm
- Are eco-friendly

USE TAMPER-RESISTANT STICKERS to show food safety is a priority and add peace of mind.



**39%**

OF CONSUMERS SAY ECO-FRIENDLY PACKAGING IS IMPORTANT OR EXTREMELY IMPORTANT.<sup>1</sup>



<sup>1</sup>Technomic Delivery and Takeout Consumer Trend Report, 2020 <sup>2</sup>Technomic Left Side of the Menu Report, 2018



For additional resources, visit [campbellsfoodservice.com](http://campbellsfoodservice.com).