

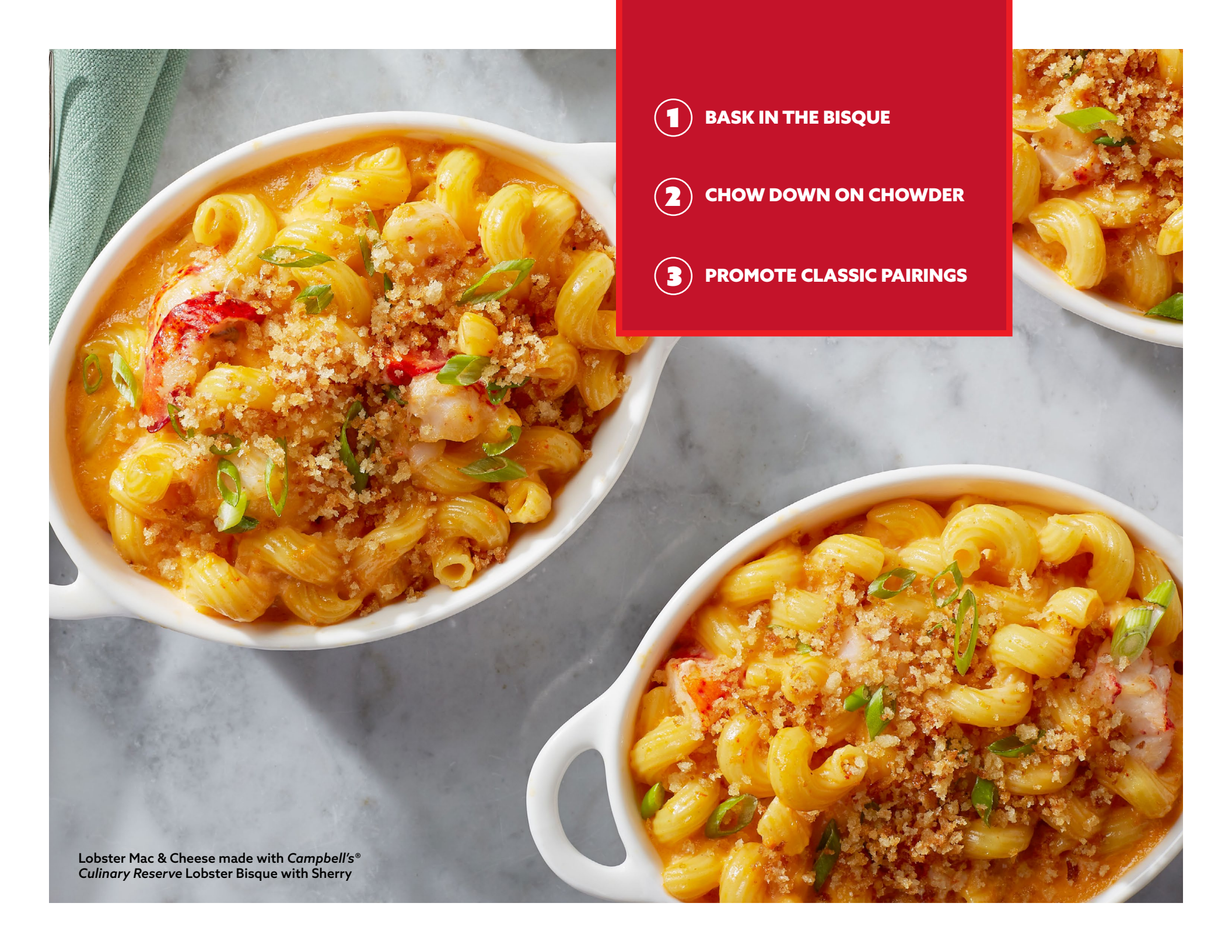


Campbell's® Culinary Reserve New England Clam Chowder

Your guide to **seafood soups**

These seasons bring light, fresh, and more vibrant flavors. Discover how to make the most of seafood soups in spring and summer with this menu guide.

Campbell's
Foodservice

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- 1 BASK IN THE BISQUE
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 - 3 PROMOTE CLASSIC PAIRINGS

Lobster Mac & Cheese made with Campbell's®
Culinary Reserve Lobster Bisque with Sherry



1

BASK IN THE BISQUE

Luxurious, velvety bisque is making a significant splash on menus—particularly seafood varieties. There's a growing love for this creamy, indulgent delicacy, making it an excellent choice to feature on your menu.

BISQUE ON THE RISE: 12-Month Projected Menu Mentions¹

+21.8% Crab Bisque

+13.5% Lobster Bisque

+11.7% Bisque



CHEF INSIGHT: The Finishing Touch

1) THINK VISUAL APPEAL

"How you elevate bisque on menus is about the garnish and how you present it. Garnishing and presentation is what's going to make the soup "POP" from a visual standpoint to promote that item. Think of the visual cue that brings out the attractive qualities of the soup. For example, for lobster bisque, consider a nice streak of creme fraiche, chives or diced lobster on top."

– **Executive Chef Gerald Drummond,**
Campbell's Foodservice

2) KEEP IT FRESH

"Fresh garnishes are always the best way to go. Fresh chives, for example, really add flavor to the soup."

– **Executive Chef Drummond,**
Campbell's Foodservice

3) THINK CONTRAST

"With spring and summer, use cold ingredients on top to garnish, so you're getting different textures and you're also getting a different temperature that can help with consumers who don't want to eat hot soup in warmer weather. For example, if it's a lobster bisque, building a deconstructed lobster roll on top that piles up high can help provide more visual appeal and value to the customer."

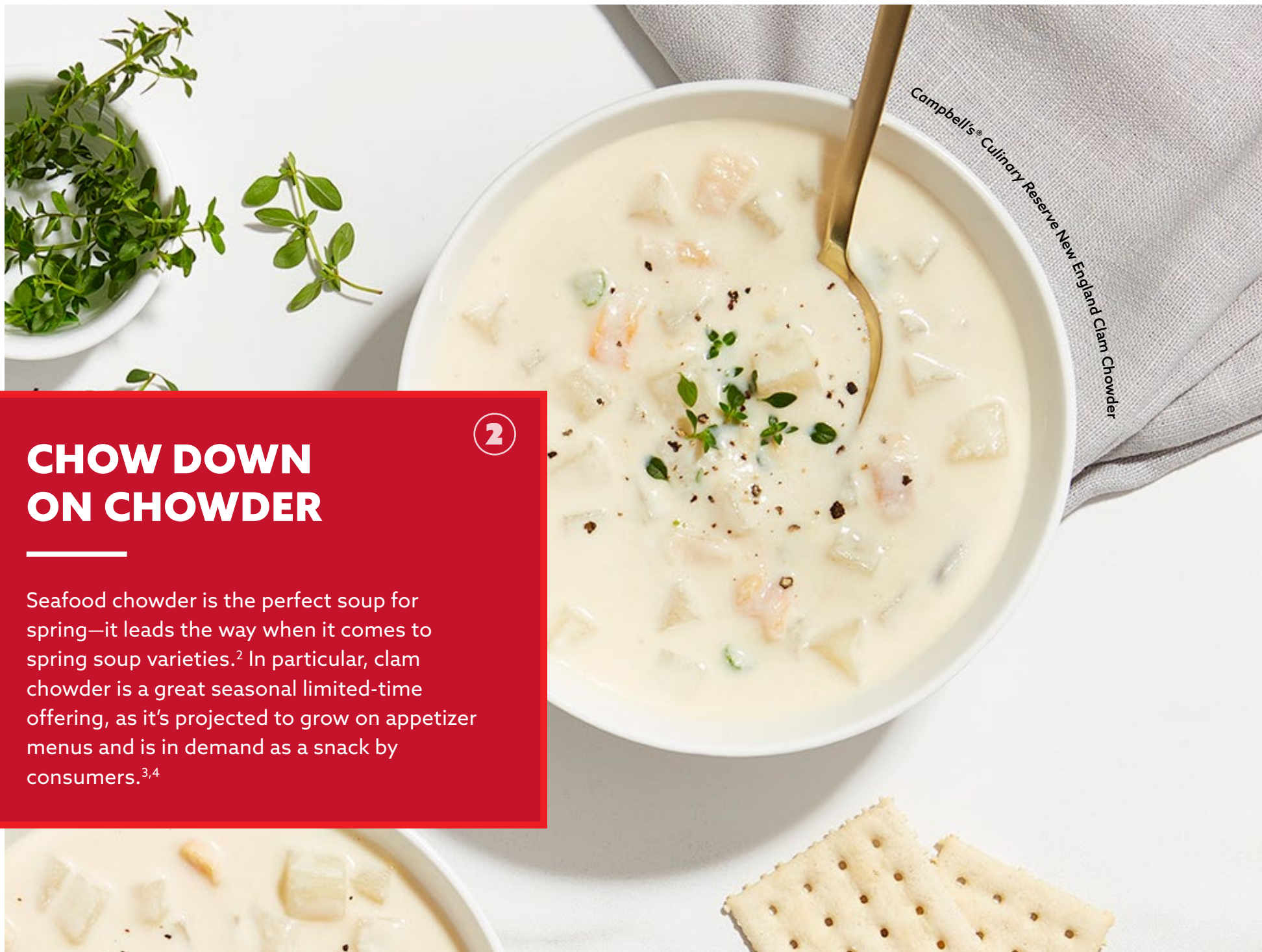
– **Senior Chef Greg Boggs,**
Campbell's Foodservice

CHOW DOWN ON CHOWDER

Seafood chowder is the perfect soup for spring—it leads the way when it comes to spring soup varieties.² In particular, clam chowder is a great seasonal limited-time offering, as it's projected to grow on appetizer menus and is in demand as a snack by consumers.^{3,4}

2

Campbell's® Culinary Reserve New England Clam Chowder





Chowder Chatter

Social conversations about Seafood Chowder have increased by **7.58%** over the past year.⁴

CHEF INSIGHT: Keep it Authentic

"If you're going to call out a specific region, you need to make sure it's authentic to that region, especially if you're serving it in or around that region. When it comes to regionality of foods and flavors, people are very passionate when it's the region they live in, and they're quick to complain if it doesn't fit the expectation of that regional style. New England Clam Chowder has to be hardy, creamy, and feature tender clams and potatoes."

– **Executive Chef Drummond**,
Campbell's Foodservice



A top-down photograph of a dining setup. In the lower right, a white bowl with a black speckled rim is filled with a thick, orange-colored soup. It is garnished with a small pile of cooked crab legs and finely chopped green chives. To the left of the bowl, a grilled cheese sandwich is cut in half, revealing a melted, stringy cheese interior. The sandwich is served on a dark, rustic wooden cutting board. A silver spoon with an ornate handle rests on the right side of the bowl. The entire scene is set against a dark, textured wooden background.

PROMOTE CLASSIC PAIRINGS

3

Pairing seafood soups with classic dishes or sides is a wonderful way to create a memorable dining experience.



CHEF INSIGHT: Perfect Pairings

Campbell's® Culinary Reserve Lobster Bisque with Sherry

Parmesan White Cheddar Grilled Cheese

Elevate a comforting favorite by pairing lobster bisque with a gourmet grilled cheese sandwich, which can feature fresh herbs to complement the bisque or even have lobster for added luxury.

Campbell's® Culinary Reserve New England Clam Chowder

BLT Sandwich

Creamy clam chowder complements the salty bacon, fresh lettuce, and tomato in the classic BLT sandwich. Chowders are always a great pairing for a cold sandwich or salad.

Campbell's® Culinary Reserve Kickin' Crab and Sweet Corn Chowder

Kettle Brand® Jalapeno Chips

Sweet and creamy crab and corn are a great complement to salty, spicy jalapeno chips.

Campbell's® Culinary Reserve Boston Clam Chowder Soup

Cape Cod® Sea Salt and Vinegar Kettle Cooked Potato Chips

The creaminess of this chowder is perfectly offset with the acidity of sea salt and vinegar chips.

A close-up photograph of a hand holding a single potato chip topped with lobster, cheese, and avocado. The background shows a larger plate of the same dish and a small bowl of sauce.

PERFECT YOUR SEASONAL SOUP MENU WITH **CAMPBELL'S® CULINARY RESERVE**

From seafood soups in the spring to more indulgent soups in the winter, our *Campbell's® Culinary Reserve* portfolio of more than 60 chef-inspired frozen soups feature ready-to-serve and condensed formats for scratch-quality offerings at scale.

[LEARN MORE ABOUT CAMPBELL'S® CULINARY RESERVE](#)

Lobster Nachos made with *Campbell's® Culinary Reserve Lobster Bisque with Sherry*

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1. Most Popularly Menueed Soup Varieties, Datassential, 2023
2. Seasonality, Datassential, 2023

3. Most Popularly Menueed Appetizers, Datassential, 2023
4. Clam Chowder Consumption Trends, Analysis and Statistics 2023 Report, Tastewise, 2023