



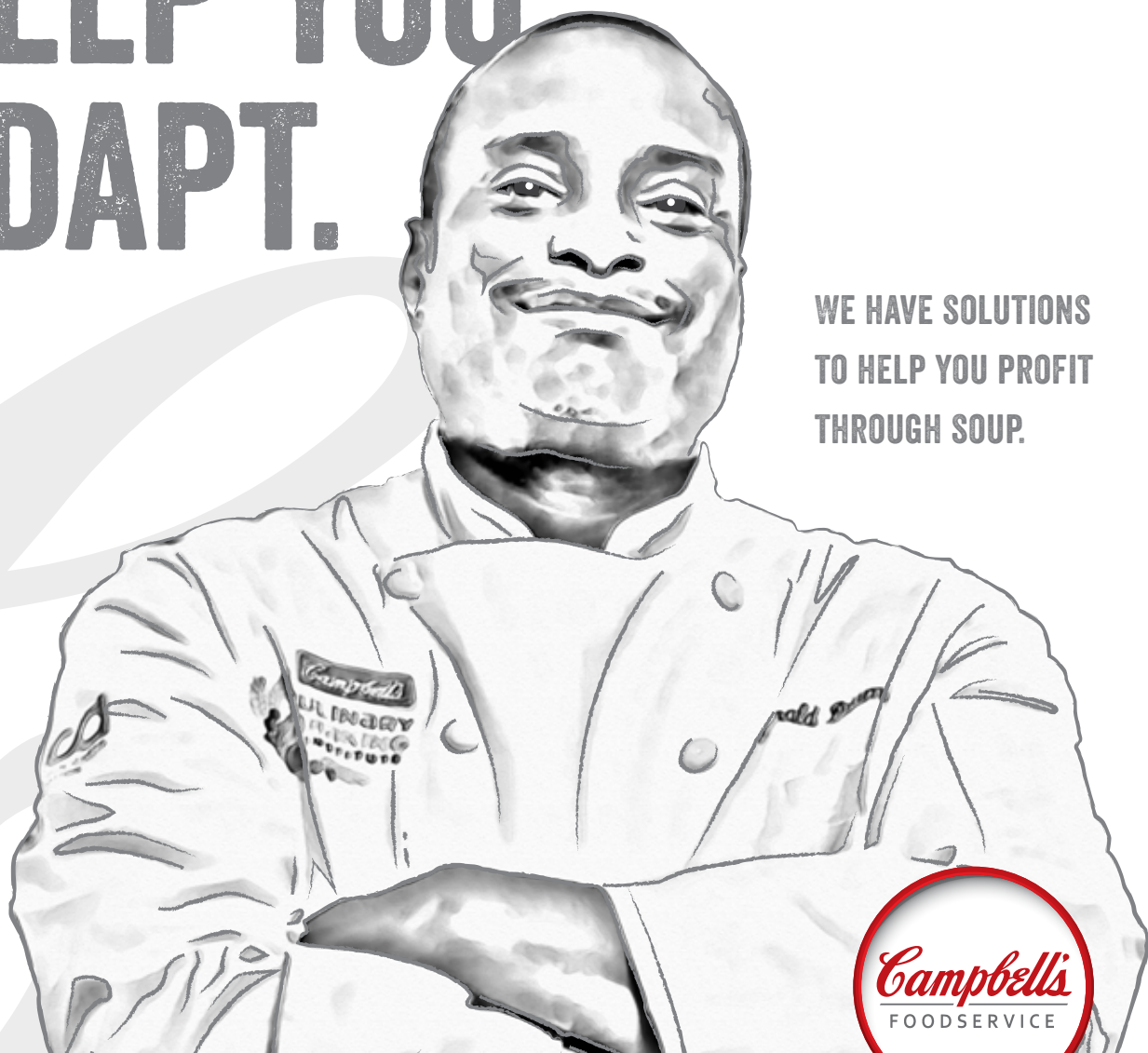
SELF-SERVE SOLUTIONS

WHEN EVERYTHING IS CHANGING,

we're the **PARTNER**

**HERE TO
HELP YOU
ADAPT.**

WE HAVE SOLUTIONS
TO HELP YOU PROFIT
THROUGH SOUP.



Solution ADAPTING SOUP WELLS

This solution offers you operational flexibility and the chance to easily get your soup program up and running, earning you incremental sales and seasonal opportunities.

PICK THE RIGHT EQUIPMENT

Choose what will work best for your operation, whether it's single tier warming plates or double tier warming units.

Visit campbellsfoodservice.com/self-serve for recommended single tier warming plates.

To-go cups



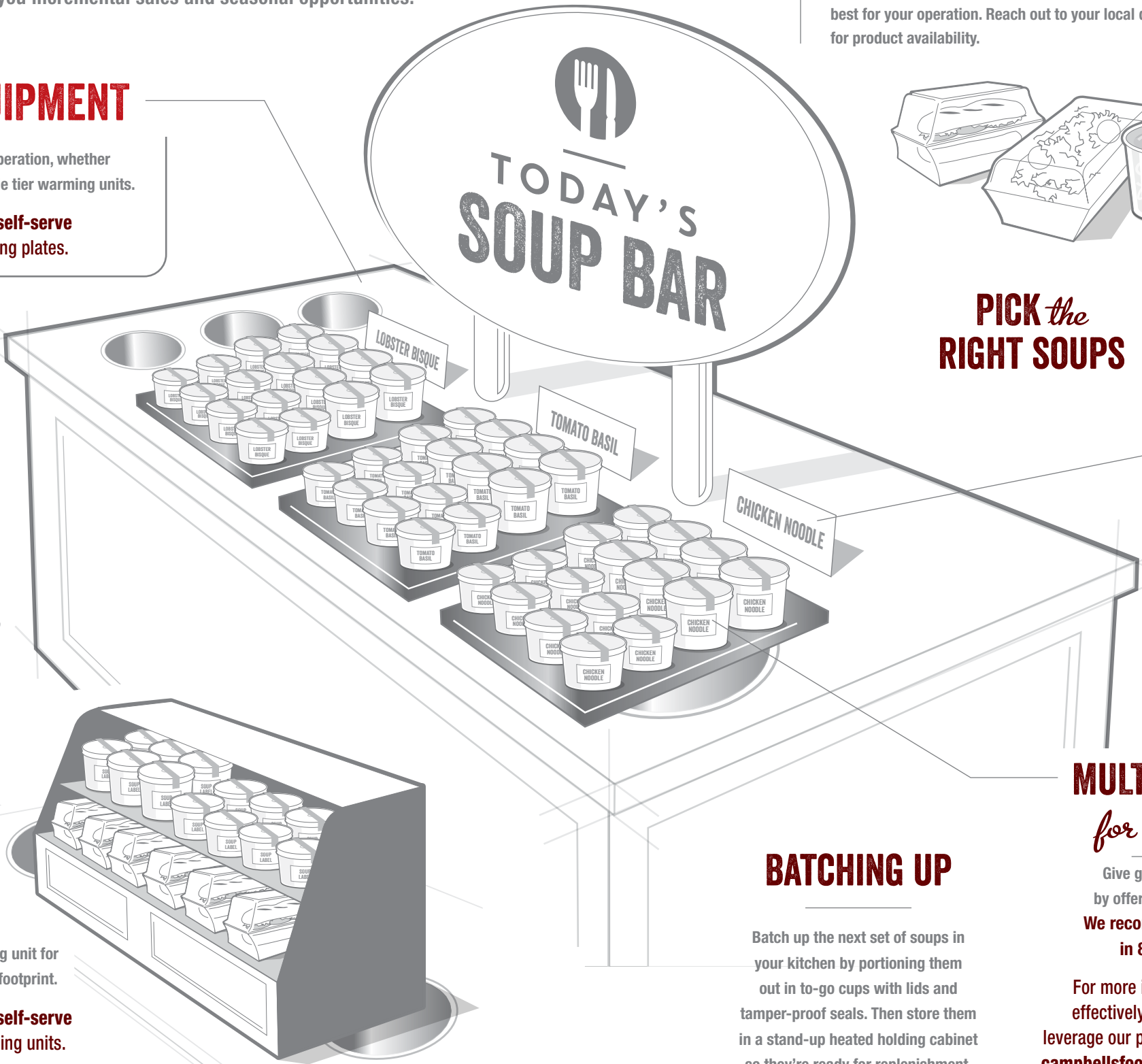
Warming plate

Empty well

ANOTHER GREAT OPTION FOR ADAPTING SOUP WELLS

Go with a double tier enclosed warming unit for longer hold times and a space-saving footprint.

Visit campbellsfoodservice.com/self-serve for recommended double tier warming units.



PICK the RIGHT SOUPS

Guests want options, so make sure you have a variety for more sales. See the back cover for our recommended soup strategy and which types and flavors you should serve based on the number of varieties in your operation.

LABEL FOR CLARITY

Be sure to create a label with the soup name, romance copy and supporting nutritional per serving so guests can easily choose their variety.

MULTIPLE SIZES for SUCCESS

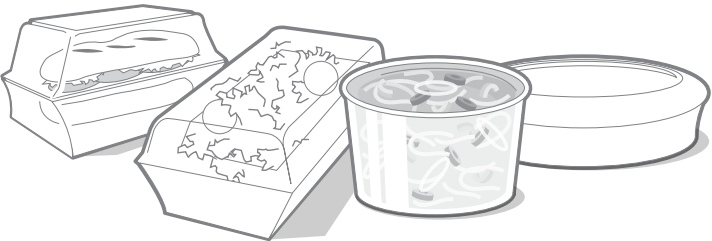
Give guests more options by offering multiple sizes—

We recommend to-go soups in 8, 12 and 16 oz.

For more information on how to effectively price your soups and leverage our profitability calculator, visit campbellsfoodservice.com/self-serve

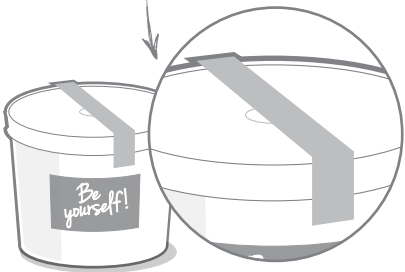
1 Pactiv Earthchoice® and Pactiv Newspring® offer great packaging options including recyclable, biodegradable and compostable. Visit campbellsfoodservice.com/self-serve to see which formats and product specifications will work best for your operation. Reach out to your local distributor for product availability.

2 When selecting the right to-go packaging format, choose a brand that has a strong lid locking system to ensure hot soup travels well and prevents spillage.



GIVE PEACE OF MIND

Use tamper-proof stickers to let guests know each to-go soup offering is sealed and safe.



Visit campbellsfoodservice.com/self-serve for tamper-proof sticker recommendations.

SAFETY & HANDLING

Our chefs have tested hot hold times for both equipment options shown here to ensure the integrity and quality of our products. Always follow state food safety standards and regulations and conduct your own equipment testing on site.

WARMING PLATES: RECOMMENDED BRAND—VOLLRATH®

If using the Pactiv Earthchoice® or Newspring® brands for to-go cups on warming plates, hold the soup no longer than 60 minutes at 200°F.

WARMING UNITS: RECOMMENDED BRAND—HATCO®

If using the Pactiv Earthchoice® brand for to-go cups, hold the soup no longer than 90 minutes at 200°F.

If using the Pactiv Newspring® brand for to-go cups, hold the soup no longer than 60 minutes at 165°F.

Cook the soup according to label directions prior to preparing or filling to-go cups.



For more support, visit campbellsfoodservice.com/self-serve.

Solution BEHIND YOUR LINE

Is self serve not an option for you? Try moving soup behind a sandwich or salad counter and capitalize on upselling combos and soup as a side.

PICK YOUR EQUIPMENT

The first step to serving from behind your line will be picking the equipment that makes the most sense for your operation or what you already have on hand.

- 1 KETTLES
- 2 WARMING PLATE

Visit campbellsfoodservice.com/self-serve for recommended kettles and warming plates.

PICK *the* RIGHT SOUPS

Much like the previous solution, you will want a good mix of soups. Consider what other items you serve and pick flavors that are complementary for pairings. And don't forget seasonal and ethnic soup varieties as part of your soup menu rotation.

See the back cover for our recommended soup strategy and which types and flavors you should serve based on the number of varieties in your operation.



INSPIRE CUSTOMERS TO ORDER IT

Don't forget to market your soup! It can be out of sight, out of mind for guests, so update point-of-sale and digital menu boards to encourage combos and seasonal flavors.



Visit campbellsfoodservice.com/self-serve for a variety of print and digital POS materials.

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Cook the soup according to label directions prior to preparing or filling to-go cups.

SET UP YOUR SPACE

Have one kettle per soup variety along with warming plate(s) to hold pre-portioned soups. Make sure to have various sizes of to-go soup cups and lids next to the kettle for easy access. We recommend 8, 12 and 16 oz.

PREP FOR LUNCH and DINNER RUSH

To create efficiencies behind the line, be sure to batch up soups ahead of time in pre-portioned to-go cups with tamper-proof seals and place on our recommended warming tray. In addition, store pre-portioned soups in a stand-up heated holding cabinet so they're ready for replenishment.



For more support, visit campbellsfoodservice.com/self-serve.



FIND THE RIGHT MIX OF SOUP.

Use this chart to find your recommended soup mix based on how many choices you currently offer.

NUMBER OF SOUP CHOICES YOU OFFER	2		3			4			
	2		3			4			
Soup Type	1 Broth 1 Cream		1 Broth 1 Cream 1 Chili			2 Broths or 1 Broth 1 Cream or 2 Creams 1 Chili			
Soup Variety	1 Vegetarian 1 Protein		1 Vegetarian 1 Protein 1 Chili			1 Vegetarian 2 Protein 1 Chili			
Soup Flavor	1 National Core Flavor 1 Seasonal, Regional or Ethnic Flavor		1 National Core Flavor 1 Seasonal, Regional or Ethnic Flavor 1 Chili Flavor			2 National Core Flavors 1 Seasonal, Regional or Ethnic Flavor 1 Chili Flavor			

This assortment allows you to meet the needs of a variety of consumers: those looking for comfort food, unique flavors, healthful options or a good value.

THINK BEYOND THE BOWL.

Want to optimize your labor and make soup work harder for your operation? Then don't just serve it as soup. Maximize inventory by using it as a speed-scratch ingredient.



Watch our Behind Our Lines® video series to find out how to get more out of soup, from versatility to seasonal insights to culinary inspiration.



Visit campbellsfoodservice.com/frozen-versatility for recipes and inspiration.



Plus, see our self-serve solutions come to life through videos at campbellsfoodservice.com/self-serve.



For more support, visit campbellsfoodservice.com/self-serve.