

SOUP PRESENTATION IDEAS

Command a Higher Price Point with Increased Visual Appeal.

Soup is already one of the most profitable menu categories, and it's easy to make it even more lucrative. Just follow these simple tips for enhancing its visual appeal and perceived value.

Remember to Garnish.

Customers eat with their eyes; a simple garnish can dramatically increase appetite appeal and customer satisfaction. Enhance traditional soup favorites with garnishes like these:

| | Old Fashioned Chicken Noodle (#78001358) | Potato with Bacon (#78001202) | Black Bean (#78001236) |
|----------------|--|--|----------------------------------|
| <i>easy</i> | <i>Grilled asparagus tips</i> | <i>Dried applewood smoked bacon and apple wedges</i> | <i>Tomato relish</i> |
| <i>easier</i> | <i>Herbs and diced tomato</i> | <i>Shredded smoked gouda</i> | <i>Tomato & corn salsa</i> |
| <i>easiest</i> | <i>Parsley sprig</i> | <i>Snipped chives</i> | <i>Lime sour cream and herbs</i> |



A bread accompaniment can help increase the price point of soup by at least **30%***

*2014 Datassential MenuTrends

Garnishing ENHANCES *the* APPEAL

*of any soup,
especially
cream soups
and purées.*



For more business-building ideas, visit www.heinzsoups.com.



Create Head-Turning Presentations.

Elevate your soup's presentation at the table with items you may already have on hand, such as barware. Or, serve in a uniquely shaped bowl or cup for that added "wow!" factor.



Don't Forget the Bread.

Bread is a natural partner for soup, and special breads like a toasted croissant, French baguette, or even blue corn chips can heighten customer satisfaction, perception and profits.



Hint:

Serve a "flight" of 2 oz. portions of soup instead of a 6 oz. cup. Customers will love the variety and you can test new flavors!

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