



10 Ways TO BUILD SOUP SALES

1. OFFER VARIETY

Three or four different soups a day is perfect. Customers love to have options and four keeps the selection process fun without being overwhelming for your guests or your kitchen.

2. MOUTHWATERING NAMES

Use great names and tantalizing menu descriptions. Over-communication can be helpful when it comes to your menu descriptions. They help guests make smart, informed ordering decisions.

3. DRESS IT UP

A little garnish can justify a lot more profit. From bacon to shredded cheese, and tortilla strips and avocado slices - there is no limit on ways to dress up soups for presentation and profit.

4. SAMPLE TO PROMOTE

Promote new soups and minimize waste by offering small samples. A small sample shooter is a great way to convert on a soup sale. Or provide samples of your new soup to get diner feedback.

5. SIZE TO SELL

Offer both cups and bowls to maximize your customers' options. Also, as delivery and to-go dining continues to rise, make sure you have the right-sized containers with spill-proof lids for your soup offerings.

6. CREATE COMBO VALUE

Pair soup with salads or sandwiches in creative ways. If your menu allows, let guest mix soups and half sandwich combos or a side portion of an entree salad. Another option is a loaded baked potato.

7. COMBINE SOUPS

Put two soups together and create a new sensation. Inspiration can come when two good things collide. Layering flavors with soups can be the foundation of a great original house soup special.

8. MAKE SOUP A MEAL

Serve it with bread at a higher price point. A toasted baguette for dipping, a bread bowl to help soak up every last drop or even tabletop crackers are a great way to elevate soup as a meal.

9. MAKE SOUP A SNACK

Mid-afternoon? Late at night? Why not? Snacking is on the rise, and diners are not committed to set meal times anymore. As a popular comfort food, soup is well-positioned to please at any time of day.

10. COOK WITH IT

Use soup as an ingredient in sauces or in other dishes. Soup is one of the most versatile products in a kitchen. Look for ways to cross-utilize your soup products to maximize your profit potential.