



TURN UP THE HEAT

2018 TOP FLAVOR PROFILES



1. Asian (+38%)
2. Spicy (+29%)
3. Pepper (+20%)
4. Italian (+11%)



KALE SOUP W/ CHOURICO

BLOUNT CAN HELP YOU KICK IT UP A NOTCH, WITHOUT ANY HASSLE!

CONSIDER THESE SPICY SOUP OPTIONS FOR YOUR MENU:

74661 Thai Chicken Soup ABF - DF - LF

75064 Chicken Tortilla GF

75012 Chicken Poblano

78064 Chicken Enchilada GF

75043 Kale Soup with Chourico GF

75054 Southwest Corn

74504 Chicken & Uncured Sausage Gumbo ABF

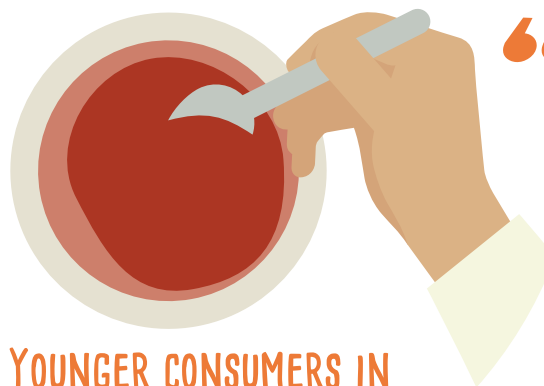
78016 Rip Roarin Crab & Corn

KEY:

- GF - Gluten Free
- ABF - Protein Raised without Antibiotics
- DF - Dairy Free
- LF - Low Fat

INTEREST IN ETHNIC AND SPICY FLAVORS ALIGNS WITH GENERAL MENU TRENDS, AS BRANDS ARE TURNING TO ETHNIC SAUCES, SPICES AND SEASONINGS TO DIFFERENTIATE.

SPICY SOUPS ARE UP 12% ON TOP 500 MENUS.



YOUNGER CONSUMERS IN PARTICULAR SAY THEY WOULD VISIT A RESTAURANT SPECIFICALLY FOR ITS SOUP.

“ 37% of millenials say they prefer to order soups with spicy flavors. ”