

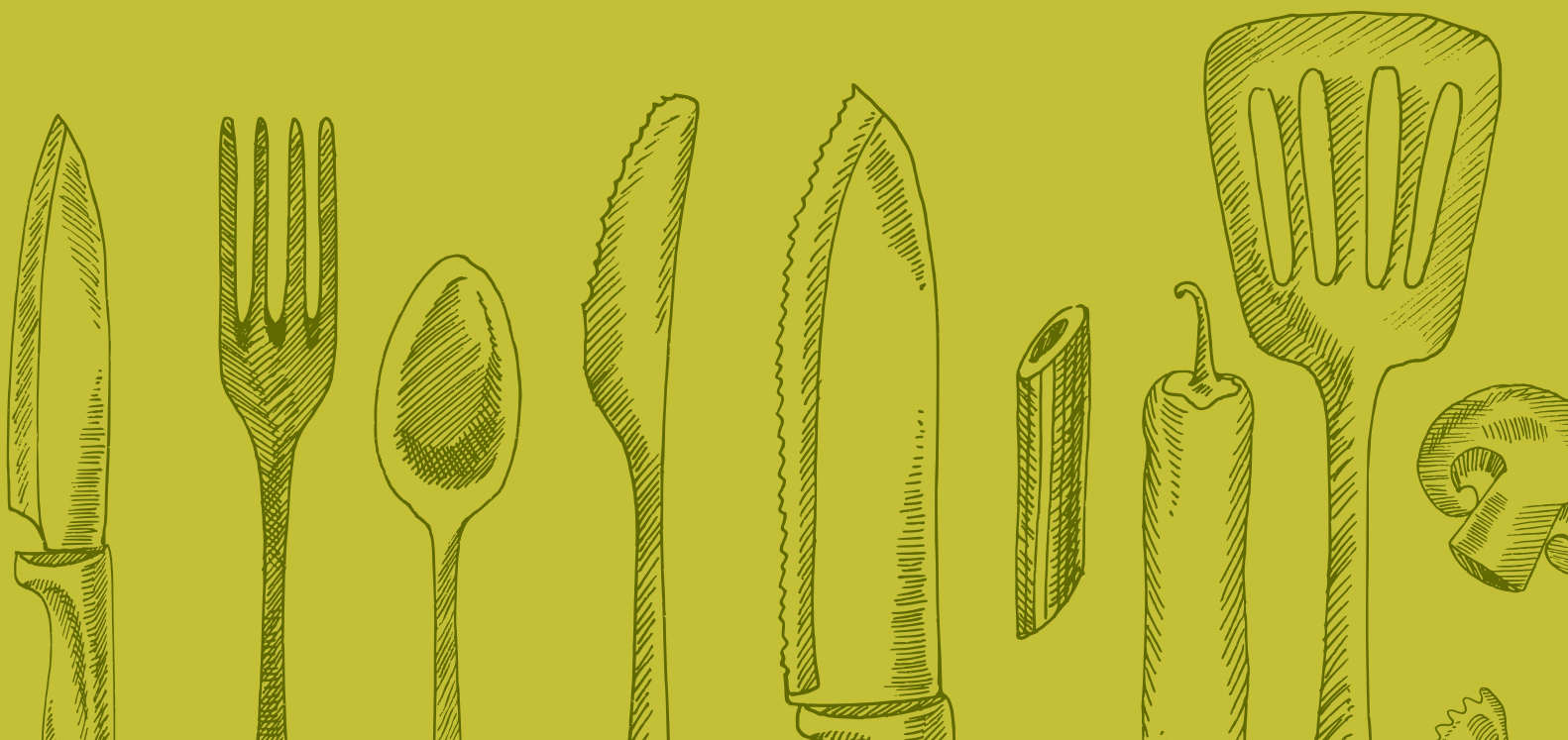


MENU

PLANNING STARTS NOW.

Planning is always a big part of keeping your menu fresh and exciting. Our premium soups are carefully crafted with only the finest ingredients and packaged in our convenient, low labor, ready-to-heat bags - made to increase your profits.

Make your menu statement with Blount soups!





STARTERS



Soup is gaining ground as a snack and breakfast item due to younger consumers.

17%

are likely to order soup as a snack
(up from 11% in 2015)

17%

are likely to order soup at breakfast
(up from 9% in 2015)

21%

strongly agree that they'd like more
restaurants to offer soup during
breakfast hours.

2018

TOP FLAVOR PROFILES



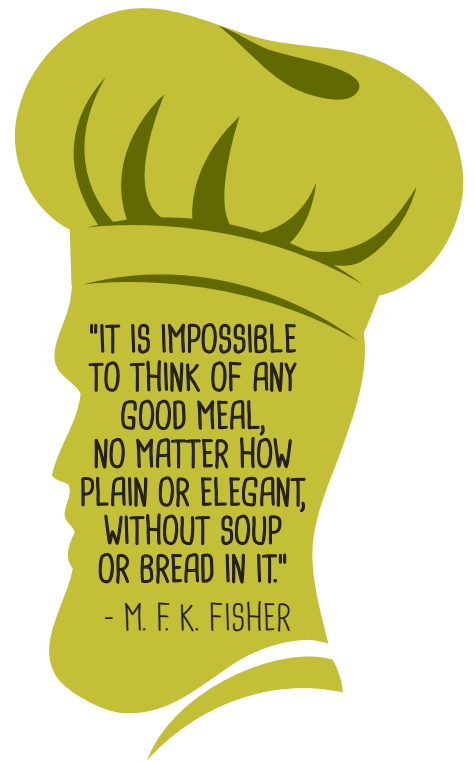
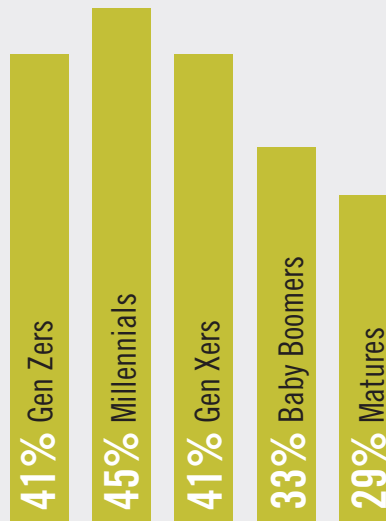
1. Asian (+38%)
2. Spicy (+29%)
3. Pepper (+20%)
4. Italian (+11%)

SEE NEXT
PG FOR OUR
PICKS!



AS A
TRAFFIC DRIVER

39% of consumers said
"I VISIT RESTAURANTS SPECIFICALLY
BECAUSE I ENJOY THE SOUP THEY OFFER"



"IT IS IMPOSSIBLE
TO THINK OF ANY
GOOD MEAL,
NO MATTER HOW
PLAIN OR ELEGANT,
WITHOUT SOUP
OR BREAD IN IT."
- M. F. K. FISHER



PREMIUM QUALITY



"I'M HERE FOR
THE SOUP!"



49%

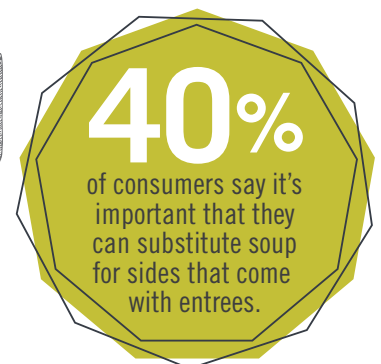
of guests who order
soup, order it at least
ONCE A MONTH.

40%

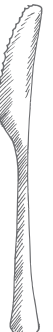
of guests **make special
trips** to restaurants to
enjoy soup.

DON'T FORGET TO GARNISH!

38% of consumers
said they are more
willing to **pay more**
for soups **Topped**
with **high-quality**
garnishes.



of consumers say it's
important that they
can substitute soup
for sides that come
with entrees.



2018 TOP FLAVOR PROFILES



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

1. Asian

- 74641 Chicken Ginseng **GF DF LF ABF**
- 74661 Thai Chicken **ABF DF LF**
- 78913 Chicken Ramen **ABF DF**

2. Spicy

- 78064 Chicken Enchilada **GF**
- 78005 Albondigas (Mexican Meatball)
- 75054 Southwest Corn Chowder
- 78016 Rip Roarin' Crab & Corn
- 75043 Kale Soup with Chourico **GF**

3. Pepper

- 75820 Rstd. Red Pepper & Smoked Gouda **GF V PF**
- 75012 Chicken Poblano
- 77037 Cream of Jalapeno **GF**

4. Italian

- 75150 Green Minestrone **VE PF**
- 75040 Italian Wedding
- 75101 Lasagna Soup w/ Turkey Sausage
- 77080 Pasta e Fagioli **LF**

Source: 2018 Technomic Soup & Salad
 Consumer Trend Report, powered by Ignite

DON'T FORGET THE CLASSICS!

TOP SELLING SOUPS - TOTAL U.S.

BLOUNT ITEM #'S

BROCCOLI CHEDDAR	\$26,838,812
BAKED POTATO	\$13,911,460
TOMATO	\$11,897,437
CHICKEN NOODLE	\$9,065,988
CHICKEN TORTILLA	\$6,238,699
CLAM CHOWDER	\$5,669,012
LOBSTER BISQUE	\$5,098,749

- ...75091
- ...75014
- ...75094
- ...75041
- ...75064
- ...7500
- ...75030

DON'T FORGET TO
GARNISH!

UNMET SOUP DEMANDS

"CONSUMERS WOULD LIKE TO SEE MORE SOUPS MADE WITH VEGETABLES AND LIGHTER PROTEINS"



POULTRY

- 75882** Chicken, Kale & Sweet Potato **GF - DF - LF - ABF**
- 75067** Lemon Chicken Orzo **DF - LF - ABF**
- 75134** Turkey Sausage & Kale **GF - DF**
- 78017** Chicken & Wild Rice **GF - LF - DF**



PLANT FORWARD

- 75150** Green Minestrone **VE - PF**
- 80189** Spring Vegetable **VE - PF**
- 74192** Sweet Potato & Corn **VE - PF**
- 75194** Tomato Zucchini **PF**
- 75026** Fire Roasted Vegetable **VE - PF**



ORGANIC

- 76012** Org. Coconut Lentil **VE - GF - DF - PF**
- 76092** Org. Kale & Sweet Potato **VE - GF - DF - LF - HA**
- 76018** Org. Vegetarian Chili **VE - GF - DF - LF - HA**
- 76094** Org. Tomato Bisque **VE - PF**

Key: **VE** - Vegan **V** - Vegetarian **GF** - Gluten Free **ABF** - Protein Raised without Antibiotics
DF - Dairy Free **LF** - Low Fat **PF** - Plant Forward

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