

SIGNATURE SOUPS

MENUING GUIDE



SCRATCH-MADE SOUPS SIMPLY DELIVER BIG PROFITS



LIQUID ASSETS: THE SIMPLICITY AND SATISFACTION OF SOUP

Few menu items stir the senses like a hot, hearty bowl of soup. No matter the season, consumers always enjoy their favorite comfort foods—and offering signature soups can make your operation stand out.

62%
of menus
feature soup.

Datassential MenuTrends,
U.S. menu penetration, 2020.

MENU VERSATILITY: 70
(On a scale of 1 to 100, how is soup
used across different cuisines and
types of restaurants?)

Datassential SNAP, 2020.

79%
of consumers like
or love soup.

Datassential FLAVOR, 2020.

Developing a curated soup menu doesn't need to be a challenge. In fact, with the right Custom Culinary® base and ingredients you already have on hand, you can easily create everything from classic minestrone to a Latin-inspired cheesy zucchini soup. These cost-effective recipes can become a profitable add-on to your existing menu items and build loyalty from customers looking for value when purchasing meals away from home. They're great for carryout and delivery orders, too.

91% of restaurants and **55%** of on-site
operators are currently offering takeout.

Datassential, "COVID-19 Report 39: Bracing for More," November 6, 2020.

Follow this guide for a closer look at the soup trends we're seeing in the marketplace, along with profit potential and simple recipe ideas to inspire your soup menu—all featuring a flavorful foundation that can only come from Custom Culinary® bases.

SIGNATURE SOUP PROFIT POTENTIAL

CLASSIC CHICKEN NOODLE SOUP FEATURING CUSTOM CULINARY® MASTER'S TOUCH® CHICKEN BASE

As a standalone meal, a unique component of a family meal deal or an appealing add-on to a sandwich, entrée or salad, soup is a great option for your value-conscious patrons. To maximize the profit potential of your soup offerings, start with a time- and labor-saving Custom Culinary® base, and add in ingredients that you already have stocked in your pantry.

BROTH

9 OUNCES PREPARED
COST¹: \$0.09

PROTEIN

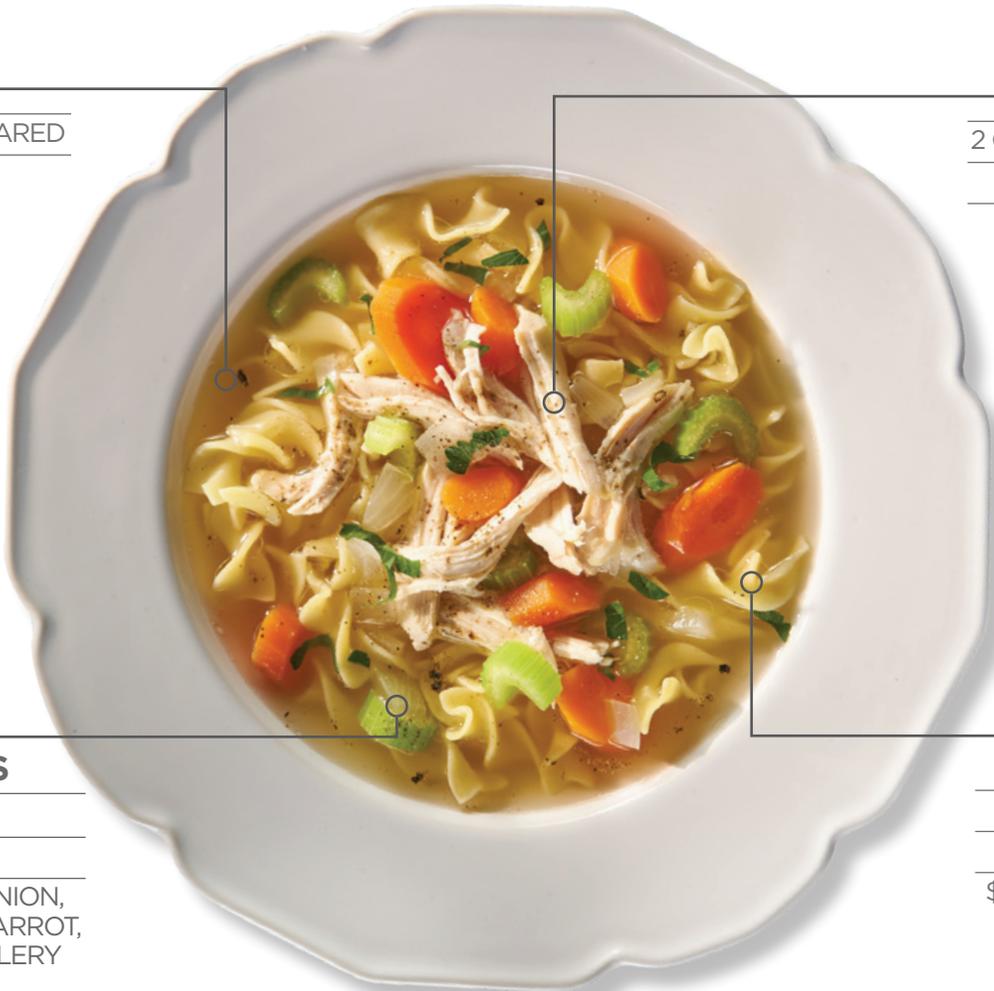
2 OUNCES CHICKEN
COST¹: \$0.39
\$3.13/POUND
FULLY COOKED
CHICKEN

MIREPOIX VEGETABLES

1 OUNCE
COST¹: \$0.06
\$0.66/POUND ONION,
\$0.89/POUND CARROT,
\$1.39/POUND CELERY

EGG NOODLES

1 OUNCE COOKED
COST¹: \$0.08
\$2.65/POUND DRY;
USE 50% DRY
OR ½ OUNCE



TOTAL FOOD COST¹

62¢

LABOR COST²

14¢

SELL PRICE PER BOWL³

\$4.49

PROFIT PER BOWL

\$3.73

¹Estimated cost used for example only. Your costs may vary.

²Labor cost reflects 30 minutes of preparation at \$15/hour rate, with one recipe making 53 servings.

³Data from a customized MenuTrends analysis of QSR, fast casual, midscale, casual and fine dining restaurants, median price, November 2020.

EXCEPTIONAL FLAVORS AND FORMATS—A BASE FOR EVERY TASTE



Custom Culinary® bases are truly best-in-class. From traditional paste and granular formats to liquid concentrates and portion-control packs, we offer an impressive selection of flavor-forward bases suited to every back-of-house need. Custom Culinary® bases are made with the finest ingredients, for quality and performance you can rely on.



This lineup includes meat-first, seafood and vegetable bases, along with low sodium options for more healthful menuing needs. Our Savory Roasted® line features choice cuts of premium beef, chicken and garden vegetables, slow-roasted to deliver deep, intense caramelized flavor and aroma. Each flavor profile is well-balanced and developed to taste, look and perform like scratch-made stock simmered for hours.



TRUE FOUNDATIONS™

These innovative bases were developed with the needs of both operators and patrons in mind, featuring clean and simple ingredient decks for incredible made-from-scratch flavor—in both paste and liquid formats. Our Liquid Stock Concentrates are available in convenient bottles and portion control packets, so you can create rich, flavorful soups and stocks in an instant.



Our outstanding mid-tier line features protein-based stocks highlighting well-rounded meat-driven flavors, with complementary herb and seasoning notes. A wide selection of varieties are available, including low sodium options, that offer dependable quality, performance and convenience.



THE PERFECT CARRIER FOR TODAY'S TRENDS

When we look at the concept of “safe experimentation” as it relates to menu innovation, we like to think about new or unique flavors in familiar formats. This often takes the form of sandwiches, pizza or burgers—but it’s time to consider soup as a vessel for culinary creativity!

Let’s take a closer look at how four key macro trends are playing out on restaurant menus—and how you can take advantage by creating signature soups.



CLASSICS BRING COMFORT

They say the classics never go out of style, and we’re inclined to agree! With consumers seeking solace in the form of comfort food, now is the time to elevate classic recipes like clam chowder or French onion with premium touches.

75%
OF CONSUMERS
LIKE OR LOVE
CHICKEN
NOODLE SOUP.

Datassential FLAVOR, 2020.



A PLANT-FORWARD FUTURE

The plant-based dining movement is here to stay. Consumers want to try twists on their favorite dishes—that just happen to contain less meat. Give vegetable-forward soups an upgrade with unique texture mashups and complex roasted flavors.

THE TERM
“PLANT BASED” IS UP
3,299%
ON MENUS
SINCE 2016!

Datassential MenuTrends, U.S. menu penetration growth 2016-2020.



CHILES: FLAVOR NOT FIRE

A range of zesty, fruit, smoky and sweet chile peppers are abundant in Latin cuisine, representing a huge opportunity to explore new flavors on your soup menu. We’re seeing operators enliven classic soups with bold and fresh touches of Latin-inspired flavor—not just heat.

+190%
GROWTH OF
POZOLE ON FAST-
CASUAL MENUS
OVER THE PAST
FOUR YEARS.

Datassential MenuTrends, U.S. menu penetration growth 2016-2020.



EXPERIENCE ASIA

Thanks to the popularity of dishes like Vietnamese pho and Japanese ramen, traditional Asian ingredients are being utilized in a wider variety of soups—even incorporated into typically American recipes like chicken noodle and tomato.

AMONG RESTAURANTS
MENUING SOUP,
RAMEN IS THE FASTEST-
GROWING VARIETY,
UP 49%
SINCE 2016.

Datassential MenuTrends, U.S. menu penetration growth 2016-2020.

CHICKEN BASES

Chicken soups are extremely popular on menus across foodservice channels, and it's easy to see why! The versatility of chicken base makes it a delicious foundation for soups that range from timeless favorites to bold and on-trend global recipes.

**+205%
GROWTH**
OF ANCIENT GRAINS ON
RESTAURANT MENUS
OVER THE PAST FOUR YEARS.

Datassential MenuTrends, U.S. menu penetration growth 2016-2020.

Looking to get creative with ancient grains such as spelt and farro? Incorporate these on-trend ingredients into a familiar soup recipe to bring a signature twist to a classic menu item, like our Hearty Chicken Soup with Ancient Grains.



CLASSIC CHICKEN NOODLE



**CLASSICS BRING
COMFORT**

ITEM CODE	PRODUCT DESCRIPTION	WHOLESOME ATTRIBUTES	
CUSTOM CULINARY® GOLD LABEL			
9105	Savory Roasted® Chicken Base	▲	◆
9117	Chicken Base	▲	◆
0144	Low Sodium Chicken Base	▲	◆
CUSTOM CULINARY® GOLD LABEL TRUE FOUNDATIONS™			
5124	Chicken Base	▲	● ◆
6809	Chicken Liquid Stock Concentrate	▲	● ◆
6815	Chicken Liquid Stock Concentrate – Portion Control	▲	● ◆
CUSTOM CULINARY® MASTER'S TOUCH®			
0117	Meat First® Chicken Base	▲	◆
0146	Low Sodium Chicken Base	▲	◆
5117	All Natural Reduced Sodium Chicken Base	▲	● ◆
CUSTOM CULINARY® CHEF'S OWN™			
0740	Chicken-Style Vegetable Consommé Prep	▲	◆ ◆

▲ No MSG Added ● Clean Label ◆ Gluten Free ◆ Vegan

*Tested at less than 20 ppm gluten.

Create a vegan version of this recipe with Custom Culinary® Chef's Own™ Chicken-Style Vegetable Consommé Prep.



HEARTY CHICKEN WITH ANCIENT GRAINS



A PLANT-FORWARD FUTURE



CHICKEN TORTILLA



CHILES: FLAVOR NOT FIRE



CHICKEN PAITAN RAMEN



EXPERIENCE ASIA

BEEF BASES

When you want to add the ultimate mouthwatering, meaty flavor and aroma to a soup, start with a beef base. Rich and robust, beef bases help you create soups that hit on today's consumer demand for unforgettable comfort foods.



CLASSICS BRING COMFORT

Pho is one of the fastest-growing recipes at restaurants where soup is served.

**+20%
GROWTH
OF PHO
ON RESTAURANT MENUS
SERVING SOUP, SINCE 2016.**

Datassential MenuTrends, U.S. menu penetration growth 2016-2020.



A PLANT-FORWARD FUTURE



CHILES: FLAVOR NOT FIRE

ITEM CODE	PRODUCT DESCRIPTION	WHOLESOME ATTRIBUTES		
CUSTOM CULINARY® GOLD LABEL				
9305	Savory Roasted® Beef Base	▲		◆
9317	Beef Base	▲		◆
0344	Low Sodium Beef Base	▲		◆
CUSTOM CULINARY® GOLD LABEL TRUE FOUNDATIONS™				
5334	Beef Base	▲	●	◆
6811	Beef Liquid Stock Concentrate	▲	●	◆
6817	Beef Liquid Stock Concentrate – Portion Control	▲	●	◆
CUSTOM CULINARY® MASTER'S TOUCH®				
0317	Meat First® Beef Base	▲		◆
0336	Low Sodium Beef Flavored Base	▲		◆
5327	All Natural Reduced Sodium Beef Base	▲	●	◆

▲ No MSG Added ● Clean Label ◆ Gluten Free

¹Tested at less than 20 ppm gluten.



EXPERIENCE ASIA



Custom Culinary® Savory Roasted® Beef Base is the ideal product for adding depth of flavor to French onion soup.



FRENCH ONION



MINISTRONE



POZOLE ROJO DE REZ



VIETNAMESE PHO



VEGETABLE BASES

Balanced flavor profiles, aromatic ingredients and complex roasted notes are just some of the reasons why it pays to choose a vegetable base. Our products give operators the flexibility to create housemade soups that are perfect for vegetarians, vegans and flexitarians alike.



Cauliflower is having a big moment in the menu spotlight, popping up in everything from power bowls to appetizer menus. It's no surprise that the cruciferous superstar is the perfect ingredient for creamy soups!

+39% GROWTH
OF CAULIFLOWER ON
RESTAURANT MENUS OVER
THE PAST FOUR YEARS.

Datassential MenuTrends, U.S. menu penetration growth 2016-2020.



**ROASTED
CAULIFLOWER**



**CLASSICS BRING
COMFORT**

ITEM CODE	PRODUCT DESCRIPTION	WHOLESOME ATTRIBUTES			
CUSTOM CULINARY® GOLD LABEL					
9800	Savory Roasted® Vegetable Base	▲	◆	◆	◆
9801	Mirepoix Base	▲	◆	◆	◆
0844	Low Sodium Vegetable Base	▲	◆	◆	◆
CUSTOM CULINARY® GOLD LABEL TRUE FOUNDATIONS™					
5417	Roasted Vegetable Base	▲	●	◆	◆
6810	Vegetable Liquid Stock Concentrate	▲	●	◆	◆
6816	Vegetable Liquid Stock Concentrate – Portion Control	▲	●	◆	◆
CUSTOM CULINARY® MASTER'S TOUCH®					
0806	Vegetable Base	▲	●	◆	◆
5200	Clean Label Reduced Sodium Vegetable Base	▲	●	◆	◆

▲ No MSG Added ● Clean Label ◆ Gluten Free ◆ Vegan

¹Tested at less than 20 ppm gluten.



MARRAKESH
AUTUMN LENTIL



A PLANT-FORWARD
FUTURE



SOPA DE CALABACITAS
CON QUESO



CHILES: FLAVOR
NOT FIRE



TOM YUM
VEGGIE NOODLE



EXPERIENCE
ASIA

SOUP: THE SMARTER CHOICE

In a time when labor and food waste are a strain to profitability, leaning on a platform that lends itself well to upcycling and batch cooking is even more valuable. Soup is ideal for helping operators to optimize SKUs, utilize low-cost ingredients and create high profit margins.



TIPS FOR STRETCHING YOUR SOUPS EVEN FURTHER

Don't shy away from bruised or damaged fruits or vegetables—oddly colored or shaped produce can still work in a soup recipe.

Turn day-old bread into bread bowls, croutons or crispy toppings for soup meal kits.

Slowly simmered soups coax rich flavor from vegetable leaves, scraps, tops, stems and peelings.

Add a sweet touch with zested fruit rinds.

Unlike boxed or canned broths and stocks, Custom Culinary® bases deliver concentrated flavor in efficient packaging formats. With no water to store or pay for, they're great for operators looking to make more sustainable purchasing decisions. For example, a single shelf-stable bottle of Custom Culinary® Gold Label True Foundations™ Liquid Stock Concentrate yields 6 gallons of finished stock.

We hope this guide serves as a resource to demonstrate just how simple it can be to craft your own signature soups. Use these recipe ideas as a jumping-off point to explore the trends through flavor. There is truly no limit to the menu items you can create! Whether you're looking to serve up a premium offering or need to make the most of value ingredients, Custom Culinary® bases will bring best-in-class flavor to every stockpot.



At Custom Culinary® we're dedicated to providing exceptional bases, sauces and gravies to enhance any menu and every daypart. Our flavor-forward solutions are rooted in culinary expertise and a thoughtful, innovative approach to product development, centered on clean, simple and wholesome ingredients. We bring profitable trends to life with items that meet your needs, delight your customers and exceed your expectations.

Learn how we can help you Be True To The Food® by visiting [CUSTOMCULINARY.COM](https://www.customculinary.com).

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