



STRATEGIES **FOR** SUCCESS

# A Twist on Soup: Make It the Main Event!

Entrée Ideas for  
Full Service Restaurants



# A Twist on Soup: Make It the Main Event!

- **Main dish soup servings are steadily growing – up 3% in the last 3 quarters vs. prior year**
- **Consumers reported eating soup as a main dish is outpacing the growth of eating soup as an appetizer or side dish**

Source: The NPD Group/NPD Foodservice Crest/Year Ending – November 2008.



# Soup as an Entrée Recipe Demonstration #1:

## **Supreme Pizza Bowl**



# Supreme Pizza Bowl Preparation

- **Assembly Time: 1 minute**
- **Cook Time: 4 minutes in oven**
- **Ready In: 5 minutes!**



# Supreme Pizza Bowl

## Ingredients

- **Soup: 1 cup Chef Francisco Tomato Basil**
- **Additional Ingredients:**
  - 1/2 roll Ciabatta bread, sliced lengthwise
  - 1/4 cup green pepper, diced
  - 1/8 cup onions, diced
  - 1/4 cup mushrooms, thinly sliced
  - 8-10 slices pepperoni
  - 1/2 cup shredded Mozzarella and Provolone cheese blend
- **Garnish: fresh basil, chiffonade or chopped**
- **Yields: 1 serving**



# Supreme Pizza Bowl

## Directions

- 1. Using one half of the Ciabatta roll, cut to form four triangles.**
- 2. Sprinkle green peppers, onions and sausage over bread.**
- 3. Ladle 1 cup of Chef Francisco Tomato Basil soup over bread and vegetables.**
- 4. Top with sliced mushrooms and pepperoni.**



# Supreme Pizza Bowl

## Directions

- 5. Sprinkle ½ cup of the cheese blend on top of pizza.**
- 6. Bake in 425° oven for 4 minutes or until cheese is browned.**
- 7. Garnish with fresh basil and serve hot.**



# Supreme Pizza Bowl Profit

	Soup Cost	Cost of Additional Ingredients	Selling Price	Profit
<b>Soup Alone</b>	<b>\$0.80</b>	<b>\$0.00</b>	<b>\$2.59</b>	<b>\$1.79</b>
<b>Soup as an Entrée</b>	<b>\$0.80</b>	<b>\$1.28</b>	<b>\$7.99</b>	<b>\$5.91</b>

**Lower food cost percentage as an entrée!  
Higher check average and more profit!**



# Soup as an Entrée Recipe Demonstration #2:

## **Bacon Bleu Cheeseburger Paradise**



# Bacon Bleu Cheeseburger Paradise Preparation

- **Assembly Time: 2 minutes**
- **Cook Time: 0 minutes**
- **Ready In: 2 minutes!**



# Bacon Bleu Cheeseburger Paradise Ingredients

- **Soup: 1 cup Chef Francisco Wisconsin Cheese**
- **Additional Ingredients:**
  - 4 ounces French fries, cooked
  - 4-6 ounces hamburger, cooked
  - 1/8 cup bacon, cooked and crumbled
  - 1/4 cup Bleu cheese, crumbled
  - Heinz Tomato Ketchup, to taste
  - Heinz Yellow Mustard, to taste
- **Garnish: shredded lettuce, diced tomato, diced onion, Heinz pickle chips**
- **Yields: 1 serving**



# Bacon Bleu Cheeseburger Paradise Directions

- 1. Place French fries on dinner plate, spreading to cover entire plate.**
- 2. Ladle 1 cup Chef Francisco Wisconsin Cheese soup over French fries.**
- 3. Place freshly grilled hamburger on top of soup and French fries.**



# Bacon Bleu Cheeseburger Paradise Directions

- 4. Sprinkle entire dish with crumbled bacon and Bleu cheese.**
- 5. Squeeze Heinz Tomato Ketchup and Mustard in a criss-cross pattern over the entire plate.**
- 6. Garnish with lettuce, tomatoes, onions, and pickles.**



# Bacon Bleu Cheeseburger Paradise Profit

	Soup Cost	Cost of Additional Ingredients	Selling Price	Profit
<b>Soup Alone</b>	<b>\$0.80</b>	<b>\$0.00</b>	<b>\$2.59</b>	<b>\$1.79</b>
<b>Soup as an Entrée</b>	<b>\$0.80</b>	<b>\$1.26</b>	<b>\$7.99</b>	<b>\$5.93</b>

**Lower food cost percentage as an entrée!  
Higher check average and more profit!**



# A Twist on Soup: Make It the Main Event!

**Thank you for your time. Click on the link below to download a PDF of these two great recipe ideas.**

**For more information, contact your local Heinz Sales Representative today.**

