



## Sell More Soup! Increase Gross Profit

The best soup deserves a money-making price point. Retail soup at approximately \$.45/oz and average profits in excess of \$2.50 per serving if selling 3 sizes

COST	SALE PRICE	GROSS PROFIT	
6 oz Cup	\$0.90	\$2.75	\$1.80
10 oz Bowl	\$1.50	\$4.50	\$3.00
24 oz Take Home	\$3.60	\$8.95	\$5.35

If you average 15 servings per day at a \$4.50 retail average, annual gross profit would be

**\$16,425**

20 servings per day would translate to **\$21,900!**

COST	SALE PRICE	GROSS PROFIT	
8 oz Cup	\$1.20	\$3.75	\$2.55
12 oz Bowl	\$1.80	\$4.95	\$3.05
32 oz Take Home	\$4.80	\$10.95	\$6.15

15 daily servings at \$4.95 retail average produces **\$16,700** in annual gross profits.

20 servings per day would translate to **\$22,265**

If you had a sales mix of:

- 8 - 8 oz servings
- 8 - 12 oz servings
- 4 - 32 oz servings

Gross profit would be **\$25,300!**

Visit us at: [www.norpac.com](http://www.norpac.com)



Product Information Call 800-733-9311



# Soup & Pizza

together at last...

Sparked by a commitment to culinary excellence, Scratch Recipe single-strength soups present gourmet ingredients and trendy flavors that reflect a passion for distinctively delicious fare.





Carefully crafted by expert chefs, these sophisticated soups are the ultimate in indulgence. Whether decadently rich or joyfully bright, each flavor inspires the kind of pure satisfaction expected by attentive consumers.

# All Our Offerings...



Artisan Chicken with Herb Noodles



Autumn Harvest Bisque



French Onion



Chicken Enchilada with Smoked Paprika



Creamy Wild Mushroom



Fire-Roasted Tomato Ancho



Lobster Bisque



Newport Pier Clam Chowder



Kickin' Pepper Jack Broccoli



Roasted Potato Indulgence



Tender Roasted Steak & Toasted Barley



Savory Bean with Black Forest Ham

If there's one thing pizzerias are missing from their menu, it's SOUP. Soup is an incredibly profitable offering, and a true compliment to pizza. Offering healthy soup flavors targets family members looking for low-fat, gluten-free, and vegetarian options. Get your soup sales soaring with these ideas:

- Offer a "Pick 2" package of pizza, soup, and salad
- Rotate your soup selection each day, while serving flavors customers can expect by-weekday (i.e. Chicken Noodle Tuesday!)
- Make soup easy to find on the menu, and display eye-catching signage to inform customers that it's an option
- Offer tastings often to generate immediate sales
- Serve soup from behind the counter for optimum quality control and portioning
- Feature to-go containers of soup for the pick-up customer

Our gourmet soups are delicious, colorful, and truly satisfying. You'll enjoy increased profits and repeat business when you add Scratch Recipe soups to your pizza menu!

