

Sell More Soup! Increase Gross Profit

The best soup deserves a money-making price point. Retail soup at approximately \$.45/0z 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 aveage 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



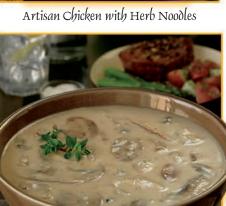
Product Information Call 800-733-9311

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. Wheather decadently rich or joyfully bright, each flavor inspires the kind of pure satisfaction expected by attentive consumers.





Creamy Wild Mushroom



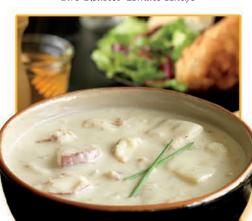
Kickin' Pepper Jack Broccoli







Fire-Roasted Tomato Ancho



Roasted Potato Indulgence



French Onion



Lobster Bisque



Tender Roasted Steak & Toasted Barley



Chicken Enchilada with Smoked Paprika



Newport Pier Clam Chowder



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!