

# SOUP SUPREME

## Prepared, Not Pre-Cooked

Here's what you can expect in every SOUP SUPREME Scratch Soup:

**FRESHER 'SCRATCH-MADE' FLAVORS** – Vegetables, meats, poultry, seafood and pasta that tastes exactly the way YOU want it to taste.

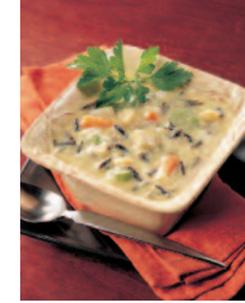
**UNMATCHED PIECE INTEGRITY** – Like all scratch soups, SOUP SUPREME Scratch Redefined Soups have real vegetable, meat, poultry, fish and pasta piece integrity. As for out of season vegetables and fruits, finding 'fresh' ones is nearly impossible.

**BRIGHT COLORS** – One of the things that sets SOUP SUPREME Scratch Soups apart from any canned or frozen soups is color – the natural, bright colors of the vegetables and other ingredients.

**INCOMPARABLE BAG-TO-BAG CONSISTENCY** – SOUP SUPREME Scratch Soups deliver predictable appeal, texture and great taste every time... no matter who cooks them. Sauce and ingredients are the same quantity and quality in every bag.

**AVAILABILITY** – Scratch vegetable soups in winter, or hearty scratch chowders in early spring – SOUP SUPREME makes it possible to build a reliable year 'round menu.

**CONVENIENCE** – Convenience is an important consideration when you have menu changes on short notice, or when you have to cope with training, personnel variables and safety issues. Convenience becomes an essential factor when it's necessary to have someone else doing the chopping, cutting, washing and blending while you're doing the creating.



The NEW   
Scratch Standard

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



## What Are 'Scratch' Soups?

Soups made from individual ingredients you have in your kitchen are generally considered 'scratch' soups. This usually means you assemble, wash, trim, peel, chop, slice, measure and cook all the ingredients.

Scratch soups are time and labor intensive, expensive, wasteful and inconsistent. On the other hand, scratch soups have bright natural color, fresh, snappy texture and they flat-out taste great.

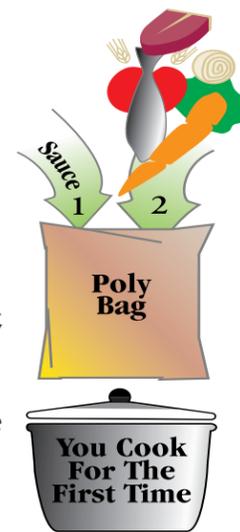
# SOUP SUPREME Prepared, Not Pre-Cooked

## WE PREPARE IT –

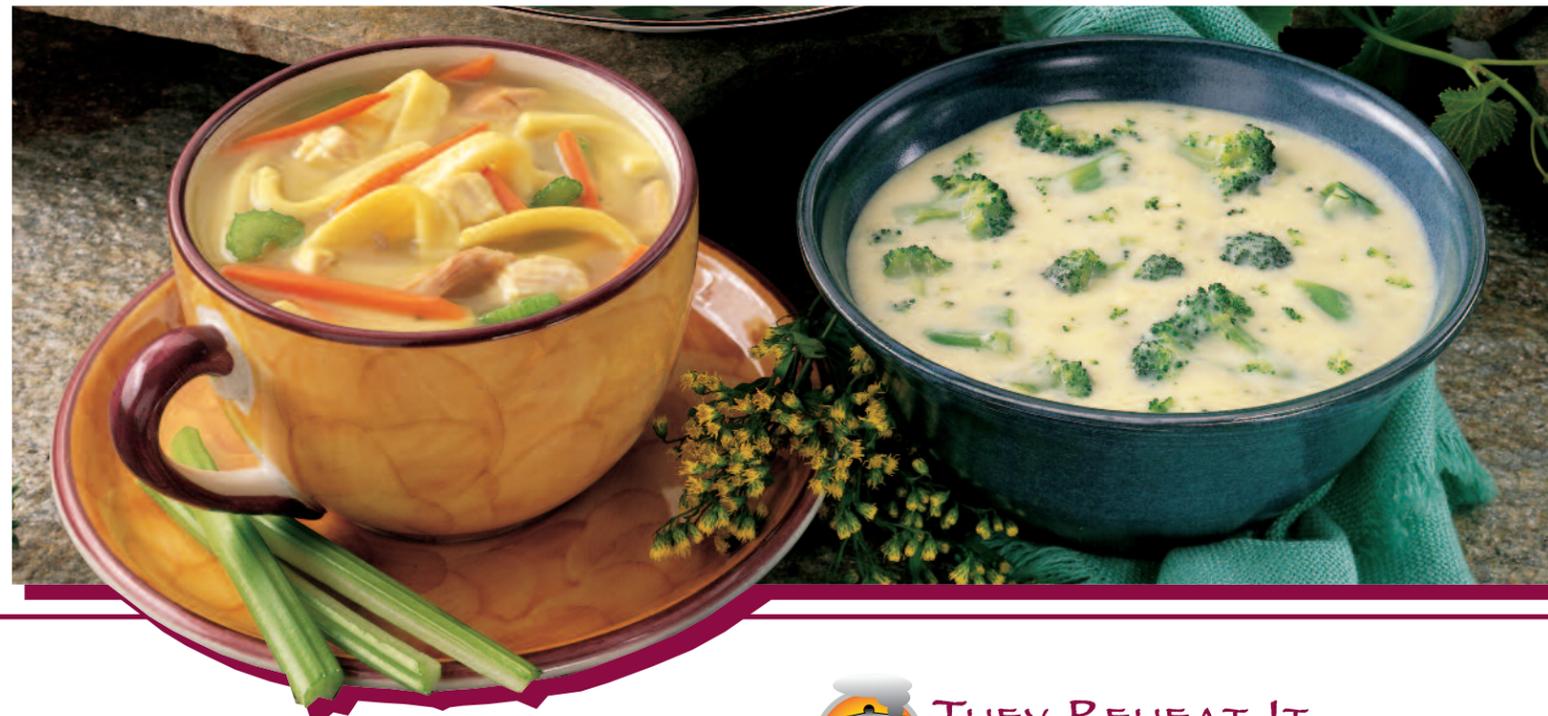
We simultaneously dispense concentrated seasoned sauce and individually quick-frozen ingredients into our poly bag packaging, without cooking, agitating, pumping or use of preservatives – any of which can destroy quality, flavor, color or texture.

## YOU COOK IT –

You simply empty our prepared scratch soup ingredients into a pot or kettle, add water, and cook them for the very first time. As with any scratch prepared soup, you can customize SOUP SUPREME soups to make special 'signature' soups by adding any ingredients you wish.



We think you will agree that this is scratch soup prepared just the way you would prepare it.



## How Has SOUP SUPREME Raised The Standard?

SOUP SUPREME soups are prepared, not precooked. All the time consuming preparation work is done in SOUP SUPREME's prep kitchens. The assembled scratch soup recipe is packaged and offered to foodservice operators for cooking and serving from their own kitchens.

## Other Manufacturing Processes

While other processes vary from manufacturer to manufacturer, they all have one thing in common – they cook, cool and agitate the soup ingredients – sometimes multiple times – before pumping them into packages. This process destroys much of whatever quality, flavor, color, texture and appeal the soups may have had. And, it eliminates the possibility of an individual operator customizing the soup with his or her own added ingredients.

Here is a step-by-step breakdown of a typical process.



**1 THEY COOK IT** – Cooking is a one-way process. When operators reheat or 're-cook' the ingredients, the soup will lose color, texture, flavor and appeal.



**2 THEY AGITATE IT** – Here is the first chance to break down the shape and texture of ingredients. They break, ends get knocked off, and everything becomes sort of a rounded jellybean shape. Flavor and color start to break down.



**3 THEY HOLD IT** – This sounds harmless enough, but has the effect of draining more color, flavor and texture from ingredients.



**4 THEY REHEAT IT** – More loss of color, texture, flavor and appeal. This (again) means that by the time an operator gets a chance to cook or reheat the soup, it'll be the third time! The ingredients are looking pretty gray and lifeless.



**5 THEY COOL IT (Again)** – This is NOT 'cool.' The heat-cool cycle drains color, texture and flavor fast.



**6 THEY AGITATE IT (Again)** – Again? Again! Perhaps this is to break down any identifiable shapes that may be left in the soup. Whatever the reason, the result is blah, colorless, flavorless ingredients.



**7 THEY PUMP IT** – This step results in a very uneven distribution of the vegetable and protein ingredients. So it not only further destroys texture, color and flavor, it ensures product inconsistency.



**8 YOU COOK IT (Again!)** – You probably thought that cooking it a third time wouldn't be necessary. Unfortunately, you must apply one more indignity to this product. Can you customize these soups? Don't even think about it! The colors, textures and flavors will not match.

We think you will agree that this is not the way you would prepare any soup you want to serve your customers.

