



Entice your guests with exciting,
globally-inspired soups.



Inspiration to Build Business



SOUP AROUND THE WORLD

Over 60% of guests are dissatisfied with their soup¹ and more than half are looking for a wider variety of soup flavors.² Guests are still interested in soup—they're just looking for more options.

Soup Around the World uses products from Knorr® and LeGoût® to make soup an exciting journey for guests. Whether it's a globally-inspired stew or a regional favorite—at the core, guests want to be excited about their soup choices.





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As guests seek exciting flavors and bold menu options, Soup Around the World can help you answer their requests. Look to this guide for recipe inspiration and promotional ideas. You'll be surprised how easy it is to take guests on a journey that excites and inspires them while helping you sell more soup.

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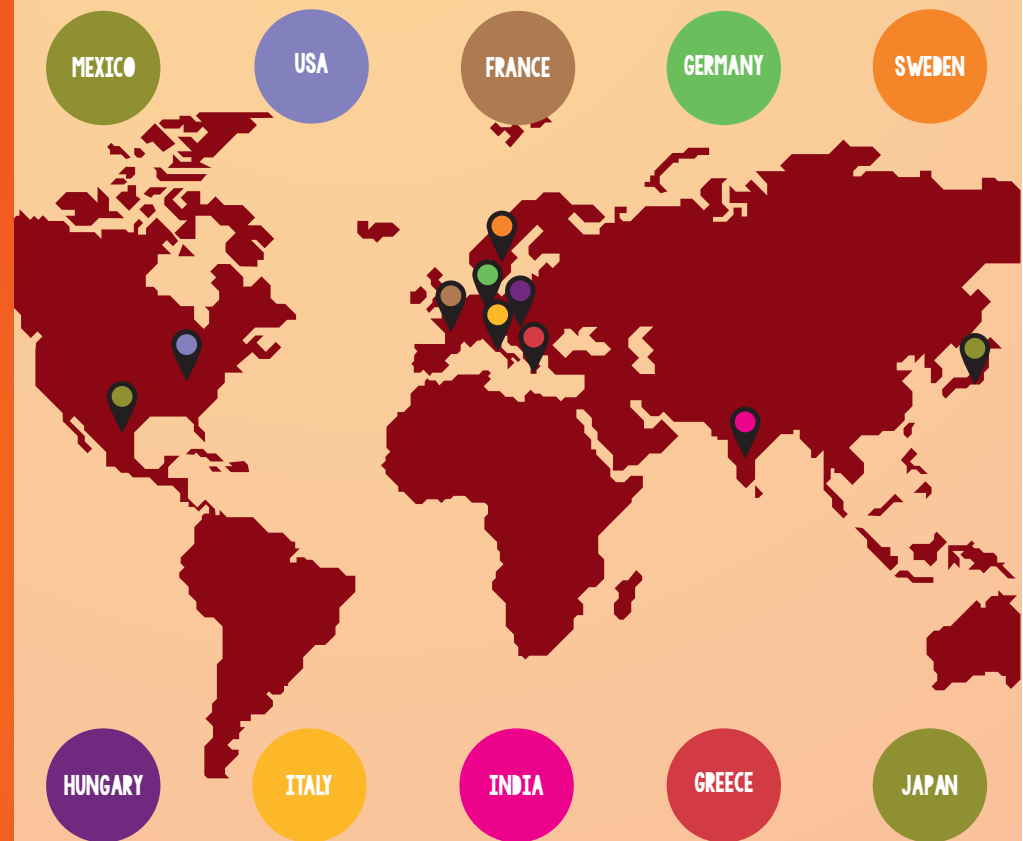
PROMOTIONAL IDEAS AND INSPIRATION

While guests are intrigued by global flavors, it's important to note that they're also excited by the prospect of an authentic experience. If you want to promote global offerings, tie them to their origin.

Theme nights are a great way to encourage buzz around your dishes, and they're the perfect way to bring an authentic ambiance to your location. Some restaurants' global theme nights have reservations booked weeks in advance because guests are so excited by the idea of participating in something "global."

Want to promote a French dish? Host a theme night with French impressionist paintings, Parisian café music and traditional French sides like baguettes. Looking to sell more of your German Ham & Potato soup? Pair it with traditional German sides like potatoes and pretzels, and serve your beer in steins. Have an Indian-inspired item you'd like to promote? Have a Diwali Lights celebration with Indian décor like flags and candlelight.

Make your guests feel like they're part of a global celebration and it'll be an experience they'll want to repeat.



Romance It

Menu descriptions, beautiful photography and staff recommendations can greatly enhance the appeal of a menu item. Romance your menu to encourage guests to order something they otherwise might not. Try incorporating some of these words to romance your menu.

Sensory Perceptions

- Colorful
- Fragrant
- "Hints of"

Flavour

- Smoky
- Hearty
- Balanced

Better Eating

- Artisan
- Seasonally inspired
- Local

Promote What's New

Make sure your staff knows how soup can enhance the guest experience.

- Train staff members to sell your soups
- Offer incentives to staff members who suggest soup to guests
- Highlight specific items by placing them inside boxes or adding icons next to the name



FRANCE

REGIONAL INGREDIENTS: SHERRY, EGGPLANT, LEEKS

French chefs are known for using seasonal ingredients when they're at their most abundant and delicious. French meals often feature a soup or bisque as the first course, then move into the main course and finish with a cheese or dessert. Potatoes, green beans, sherry, carrots, leeks, eggplant and zucchini are a staple in French cuisine—and as a side for soup? A baguette, of course.





France



Roasted Vegetable Ratatouille Soup

This French soup was inspired by the stew of the same name, which originated in Nice and is popular all along the Mediterranean coast.

Ingredients

Knorr® Liquid Concentrated Vegetable Base*	Onions
Zucchini	Tomatoes
Red pepper	Fennel
Portobello mushrooms	Basil
Eggplant	

80% of consumers eat at least one ethic cuisine per month.³

France



Lobster Bisque

This traditional French bisque can be adapted with crab, shrimp or crayfish. Use whatever you have on hand.

Yield: 2 qts.

Ingredients

1 oz.	Oil	3 Tbsp. Knorr Ultimate® Lobster Base
8 oz.	Onion, diced	
3 Tbsp.	Tomato paste	
2 tsp.	Paprika	2 qts. Prepared LeGoût® Cream Soup Base
1½ cup	Sherry wine	Pinch Cayenne pepper

Directions

1. Sweat the onions in the oil until tender.
2. Add tomato paste and paprika and cook out for 3 minutes.
3. Add the sherry wine and lobster base. Simmer for 2 – 3 minutes.
4. Add the prepared LeGoût® Cream Soup Base and bring to a simmer. Simmer for 5 minutes.
5. Strain fine. Season with cayenne. Garnish with chopped chives and cooked lobster meat.



Bisques have seen steady menu growth since 2011⁴

Germany



German Ham and Potato Chowder

This potato chowder is made with Black Forest Ham ("Schwarzwälder Schinken" in German), the best-selling smoked ham in all of Europe.

Ingredients

Knorr® Soup du Jour Potato Chowder
Black Forest Ham
Parsley



Sweden



Winter Vegetable with Wild Mushroom Soup

This European-inspired dish takes rutabaga, a Swedish favorite, and parsnips, native to Eurasia, and marries them in a hearty medley of vegetables.

Ingredients

Knorr® Liquid Concentrated Vegetable Base*
Onions
Mushrooms
Carrots

Winter squash
Rutabaga
Parsnips
Rosemary

Vegetable varieties are one of
the fastest-growing soup types
on the menu.⁵



Hungary



Hungarian Cabbage Soup

Paprika is a popular Hungarian spice, and it's what ties together this warming cabbage soup.



Ingredients

Knorr® Liquid Concentrated Beef Base*
Beef
Onion

Potatoes
Carrots
Green cabbage

Paprika
Garlic
Celery

Tomato paste
Vinegar
Thyme

Two-thirds of U.S. guests say they're eating a broader variety of ethnic cuisines than they were 5 years ago.⁶

Italy



Italian Sausage and Vegetable Soup

Italian cuisine is traditionally characterized by its simplicity, and this humble yet flavorful soup is no exception.

Ingredients

Knorr® Soup du Jour Minestrone
Italian sausage
Red peppers
Parmesan



+



+



+



Hyper-regional foods are very appealing to millennials, so try to use a local sausage variety to highlight the authenticity of this soup.



Greece



+



+



+



Mediterranean Chicken Noodle Soup

Roasted vegetables and olive oil put a Mediterranean spin on traditional chicken noodle soup.

Ingredients

Knorr® Soup du Jour Chicken Noodle
Red & yellow peppers
Garlic
Parsley
Olive oil

JAPAN

REGIONAL INGREDIENTS: GINGER, WASABI, SOYBEANS

Noodles are a staple of Japanese cuisine. While Japanese dishes tend to favor soy sauce, ginger, rice vinegar, wasabi and soybeans, Japanese cuisine also places an emphasis on fresh, seasonal ingredients. Maybe it's this versatility that's made Japanese a top-growing ethnic cuisine?





Japanese cuisine was one of the top-growing cuisine types from 2012 – 2015?



Asian New Year Meatball and Spinach Soup

Japanese Udon noodles soak up notes of ginger and garlic in this Asian-inspired soup.

Meatball Ingredients

3 lbs. Ground beef or ground pork
3 Tbsp. Soy sauce
3 Tbsp. Vinegar, rice wine
1 Tbsp. Sesame oil
2 tsp. Salt

4 Tbsp. Cornstarch
4 Scallions, minced
2 Tbsp. Ginger root, minced
2 Tbsp. Garlic, minced

Meatball Directions

1. Mix all ingredients in a large bowl until well incorporated.
2. Using a # 40 scoop, make meatballs (should form 75 - 1" round balls.)
3. Refrigerate.

Soup Ingredients

1 Onion, diced
1 Tbsp. Peanut oil
1 Tbsp. Garlic, minced
1 Tbsp. Ginger root, minced
1.5 gal Water
6 Tbsp. Cornstarch

1 Cup Knorr® Professional Liquid Concentrated Chicken Base*
1 lb. Udon noodles, cooked
1 lb. Spinach, roughly chopped
1 Tbsp. Sesame oil

Soup Directions

1. Sauté onion in peanut oil until just soft. Add garlic and ginger.
2. Add water and chicken base and bring to a boil, then reduce to a simmer.
3. Add meatballs and cook until done, about 8 minutes (skim surface during cooking).
4. Make a slurry with cornstarch and add to the soup.
5. Add spinach and noodles and cook about 2 minutes.
6. Top with sesame oil and serve.

India



Curried Roasted Root Vegetable Soup

This South Asian-inspired soup takes your favorite winter root vegetable mix and adds curry for a warming twist.

Ingredients

Knorr® Liquid Concentrated Vegetable Base*

Carrots

Turnips

Parsnips

Winter squash

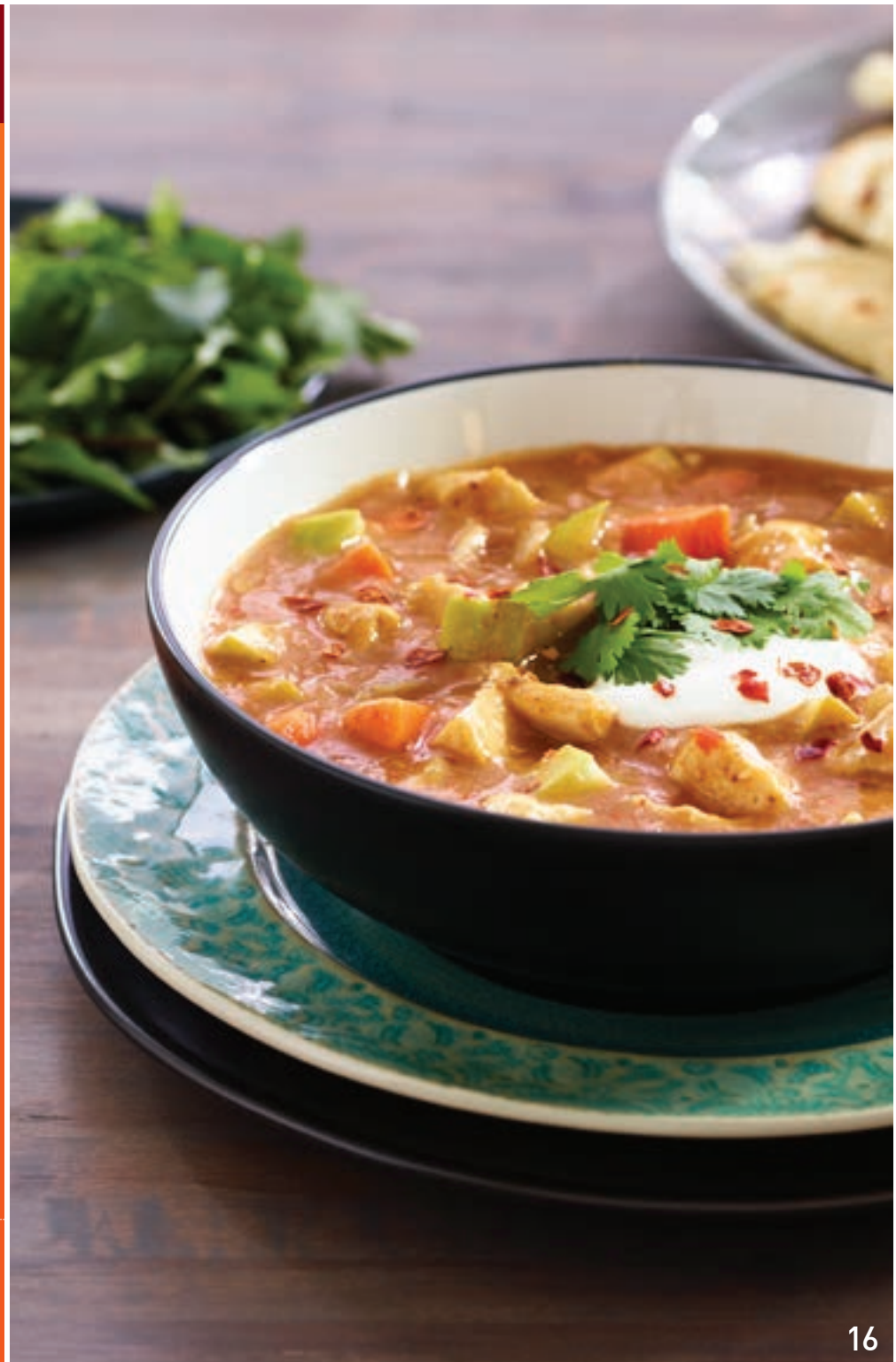
Potatoes

Onions

Garlic

Curry

Curry soups grew 67%
from 2011 to 2014.⁵





Roasted Sweet Onion with Rosemary and Garlic

For a new take on traditional comfort food, this soup combines sweet onions with savory garlic and rosemary.

Ingredients

Knorr® Liquid Concentrated Beef Base*
Sweet onions, oven roasted
Oil

Salt
Pepper
Garlic

Rosemary
Green onions



USA



Pepperpot

Inspired by the pepperpot street vendors of Philadelphia, this hearty dish is perfect for occasions big or small.

Ingredients

Knorr Ultimate® Beef Base*	Onions
Beef	Celery
Beef tripe	Black pepper
Peppers	Avocado
Potatoes	
Carrots	

To appeal to guests seeking new flavors, try exploring innovative uses of herbs, spices and fruits.



Mexico



Mexican Vegetable Minestrone

Salsa and guacamole add some interest to traditional minestrone in this flavorful and colorful dish.

Ingredients

Knorr® Soup du Jour Minestrone

Salsa

Guacamole





For speed scratch preparation, Knorr® Liquid Concentrated Bases, Knorr Ultimate® Bases and LeGoût® Cream Soup Base can be used interchangeably within these ideas. If you're looking for a ready-to-use option, try our Knorr® Soup du Jour products.

Find more on-trend recipes: ufs.com/recipes

Share these ideas:



*Knorr® Liquid Concentrated Bases, Knorr Ultimate® Bases, LeGoût® 095 Bases and LeGoût® Cream Soup Base can be used interchangeably with the recipes in this book.

¹Technomic, Inc., The Left Side of the Menu: Soup & Salad Consumer Trend Report, 2012

²Mintel, Innovation on the Menu: Flavor Trends, US, June 2014; Mintel Oxygen: Soup, US, April 2014

³Mintel Menu Insights, Q1 2014

⁴NRA, Global Palates: "Ethnic Cuisines and Flavors in America", 2015

⁵Mintel Menu Insights Q1 2011 to Q1 2014

⁶NRA, 2015

⁷Mintel Menu Insights, Q1 2012 vs Q1 2015



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