



Self Service Soup Console Londis, Dublin Road, Dundalk

SOUPER



DOUPERFOOD!

Soup, like smoothies, another SUPERFOOD, is wholesome, healthy and versatile. In recent years, deli's across America are selling fresh self-serve soup all year round, even in the warmest regions. Key elements to maximising soup sales are having the right branding, good instore positioning, having suitable to-go packaging and fresh rolls with good condiments.

With an excellent range of fresh ready-made soup products available in the market, selling gourmet soup can provide up to 60% net profit margin per serving. Photos show some examples how recent progressive convenience retailers are offering soup-to-go in their business. Contact us for more souper ideas.



Self Service Soup Console Centra, Charleville