

Soup & Salad

Understand what's now and what's next for soup and salad with the *2018 Canadian Soup & Salad Consumer Trend Report*. Drive purchases by leveraging key menu and concept trend analysis along with actionable data from more than 1,000 consumers

Outlook Trends

Broaching Brunch Back to Basics

Pictured Right: Doug's Public Kitchen's "Cobber" Salad

Photo from Instagram: @dougmcnish

Global Inspirations



Attitudes

"I visit certain restaurants specifically because I enjoy the ____ they offer"

34%
Soup

Preferences



58%
Chicken Noodle

51%
Beef Stew

50%
French Onion

49%
Asian-Style

24%
Salad



74%
Caesar

55%
Garden/Tossed

54%
Chef

51%
Greek

"How often do you purchase _____ when you visit a restaurant?"

■ = Soup ■ = Salad

