



Introducing BOMBAY BUTTER CHICKEN SOUP.

Your guests want the restaurant experience and the unique tastes that come with it. Satisfy their cravings with new Campbell's® Verve® Bombay Style Butter Chicken Soup. Featuring butter chicken, a top ranked growth driver for ethnic cuisine in Canada, this on-trend choice allows you to offer an authentic, sought-after flavour without sacrificing labour.

AN EXOTIC BLEND OF SPICES COMBINES WITH CHICKEN AND RICE TO EVOKE AUTHENTIC FLAVOUR AND CREATE A TWIST ON A POPULAR ENTRÉE IN INDIAN CUISINE.



33%
OF CONSUMERS SAY IT IS
IMPORTANT
that the soup they order at
restaurants is something
they can't make at home

60%

OF ALL EATING
OCCASIONS ARE
*global cuisine*²

WHEN SOUP IS
INCLUDED IN A MEAL,
THE EATER CHEQUE
INCREASES BY ³

11%

Sources: 1. Here are the top 3 comfort foods ordered in B.C. during the pandemic, Vancouver News, May 2020. The Deep Dish: Food Trends in 2020 Door Dash, July 2020.
2. 2018 Culinary Trends Report, Technomic, November 2017. 3. The NPQ Group, June 2019. 4. The Left Side of the Menu: Soup & Salad Consumer Trend Report, Technomic, 2018.

Learn more and explore full product details at campbellsfoodservice.ca/butterchicken.

