

Customers See Soup, Salad As Healthy and ‘Craveable’

Consumers see soup and salad as traditional better-for-you meals, according to a report by Technomic, the market research firm.

A survey of 1,000 consumers found more than half of respondents cited cravings rather than healthfulness as the reason for their choice of soup and salad. For salad, restaurants’ gluten-free claims grew 150% and vegetarian claims grew 42% since 2013, the report said.

“Creating soups and salads that feature natural ‘clean’ ingredients and hard-to-duplicate recipes such as . . . containing superfoods or a unique and craveable signature twist will position these traditional favorites as fresh and healthful,” advises Technomic’s Deanna Jordan.