

Rustic Tomato Basil Soup

A Comforting Option for Consumers

As some consumers may experience fatigue in-home cooking, soup brands have opportunities to reposition soup as a better-for-you, convenient, and affordable meal solution to consumers.



Despite recent growth, the soup segment expects to face significant declines in 2021 and expect low growth until 2026¹



48% of consumers agree that pre-made soup lacks the nutritional value of homemade soup¹



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Fiber enriched soup with clean, simple ingredient label can strengthen better-for-you perceptions and align with growing consumer interests in healthier options:

- Excellent Source of Fiber to support gut health and provide satiety
- No Sugar Added
- Enhanced creamy mouthfeel from clean-label, functional starch
- No artificial sweeteners

Nutrition Facts	
servings per container	
Serving size	245 g
Amount per serving	
Calories	110
% Daily Value*	
Total Fat 2g	3%
Saturated Fat 1.0g	4%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 880mg	38%
Total Carbohydrate 19g	7%
Dietary Fiber 9g	31%
Total Sugars 6g	
Includes 0g Added Sugars	0%
Protein 2g	
Vitamin D 0µG(0µg)	0%
Calcium 20mg	0%
Iron 2mg	8%
Potassium 520mg	10%
*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2000 calories a day is used for general nutrition advice.	

INGREDIENTS: WATER, TOMATO PASTE (TOMATOES, WATER), SOLUBLE CORN FIBER, VEGETABLE OIL, SALT, CORN STARCH, GARLIC POWDER, DRIED BASIL, ONION POWDER, NATURAL FLAVOR, CITRIC ACID, SUNFLOWER LECITHIN, STEVIOL GLYCOSIDES.

Our Solutions

PROMITOR[®]
Soluble Fiber

OPTIMIZER STEVIA[®]
Sweetener

CLARIA[®]
Functional Clean-Label Starch

SOURCE: 1) Mintel Reports, Soup, US, 2021.

The applicability of label claims and the regulatory and intellectual property status of our ingredients varies by jurisdiction. You should obtain your own advice regarding all legal and regulatory aspects of our ingredients and their usage in your own products to determine suitability for your particular purposes, claims, freedom to operate, labeling or specific applications in any particular jurisdiction.

Whatever challenges you’re facing, wherever you are in the world, we can help you craft innovative solutions that bring healthier, tastier foods and beverages to your consumers.

Contact your sales representative today to learn more about partnering with Tate & Lyle.
<https://tateandlyle.collaborateathome.com>