

How to Drive Business With Gluten-Free Soups



The global soup market is projected to increase by \$4.21 billion in the next nine years, due in part to the dish's unique versatility—which allows it to be served hot or cold, include various ingredients, and meet multiple dietary needs.¹

With a number of Americans trying to avoid items made with wheat, rye, or barley because they contain gluten—a protein that's also used as a binder and flavoring agent in foods—soup has become the fifth most common gluten-free item in restaurants, and one of the most frequently highlighted gluten-free dishes on menus.²

Campbell's® *Culinary Reserve* frozen soups make it easy for operators to offer delicious gluten-free options, along with a variety of other soup selections. For a full list of gluten-free options, visit the [Campbell's Foodservice website](#).

1. Heightened Appeal For An Evolving Audience

The phrase “gluten free” is now the second most popular health-related term found on restaurant menus, and its use is expected to increase by 12% by 2027.³

People with celiac disease must strictly avoid gluten, as it triggers an autoimmune reaction that damages the small intestine. Others may experience similar symptoms without having celiac disease—a condition known as non-celiac gluten sensitivity. Additionally, some individuals adopt a gluten-free diet by choice, often believing it promotes better health or digestion. Approximately 11% of U.S. millennials, for example, are embracing a gluten-free lifestyle.⁴ Some gluten-free diners may want a vegan option—like *Campbell's® Culinary Reserve Reduced Sodium Vegan Vegetable*, which also includes northern beans in a tomato broth.

2. Reduced Labor Requirements And Enhanced Consistency

Recruiting and retaining employees and rising labor costs remain two of the central challenges full- and limited-service operators are facing. However, adding gluten-free soups to the menu doesn't have to involve a drastic prep time or staffing increase.⁵

Frozen, gluten-free soups offered by Campbell's Foodservice can easily be portioned, ensuring consistent quality and flavor, and reducing the kitchen's workload—potentially leading to faster service and greater guest satisfaction.

Campbell's® Culinary Reserve soups simply need to be heated before being served; operators can then add their own touch. Spicy, rich *Campbell's® Culinary Reserve Roasted Poblano and White Cheddar Soup*, seasoned with chipotle and cumin, could be customized with gluten-free toppings that range from a spoonful of salsa to crumbled queso fresco. “Soup add-ons like complementary sides, toppings and mix-ins, combo deals, family packs, and seasonal specials can enhance the customer experience, increase check average, and drive more sales,” explained Campbell's Foodservice Senior Chef Greg Boggs.

3. The Ability To Offer Popular Global Flavors

Including internationally inspired elements in soup, a format many consumers are familiar with, can be an accessible way to introduce those tastes to customers—and demonstrate culinary creativity that will distinguish your restaurant from the competition.

Younger generations tend to have an affinity for global flavors; 26% of millennials say they wish restaurant chains offered Mediterranean food. Gen Z members are drawn to Korean, Caribbean, and Middle Eastern cuisine.⁶ Interested in menuing more Caribbean flavors? Try our new *Campbell's® Culinary Reserve Caribbean Jerk Soup*, which has chicken, kale, sweet potatoes, peppers, and a dash of coconut cream.

Soups based on dishes specific to a country's traditional cuisine might resonate with younger demographics—such as the gluten-free *Campbell's® Culinary Reserve Mexican Street Corn Soup*, made with cotija cheese, or *Campbell's® Culinary Reserve Spicy Harissa White Bean Soup*, which includes a seasoning composed of chilies, peppers, and spices.

4. Maximize Meal Appeal And Profit With Easy Add-Ons

Don't stop at just soup. Chips can be easily added to round out a meal and increase the average check. Upselling is an effective technique to help increase profitability; 48% of restaurants currently suggest add-ons and extras to their customers.⁷

Offering gluten-free options—such as *Kettle Brand®* chips, which require zero prep time and can supply a crunchy texture—may encourage diners who don't eat gluten to order more items.

A bowl of *Campbell's® Culinary Reserve Creole Chicken Gumbo* could be part of a lunch combo that includes a salad, a sandwich made with gluten-free bread, or *Kettle Brand®* gluten-free chips; hearty items like *Campbell's® Culinary Reserve Broccoli Cheddar Soup* and *Campbell's® Culinary Reserve Cuban-Style Black Bean Soup* are perfect options for exciting LTOs.

5. Elevated Customer Loyalty

Referrals from members of the gluten-free community can also help boost restaurants' bottom line, and social media is just one way to reach them. Remember to label your gluten-free menu items in your location and on social media to reach the community. Soups can be used in multiple ways to offer more options that will drive loyalty.

Campbell's® Culinary Reserve Harvest Butternut Squash Soup, for example, can be used to make a savory *Za'atar Roasted Cauliflower Bowl* that doesn't contain gluten.

By serving *Campbell's® Culinary Reserve* soups, operators can potentially expand their customer base to include the growing number of consumers who either want or need to avoid eating gluten—giving those patrons a chance to dine out while keeping their dietary and health goals in mind.

1. “Soup and Broth Market Is Ready to Attain US\$13.89 Billion Valuation by 2034,” Fact.MR, February 4, 2025
2. The World of Gluten-Free, Datassential, October 2024
3. The World of Health and Wellness, Datassential, February 2024
4. “Do You Follow Gluten-Free Nutrition Rules?,” Statista, December 13, 2024
5. “Restaurant Industry Poised for Growth in 2025: Industry Expected to Employ 15.9 Million People and Reach \$1.5 Trillion in Sales,” National Restaurant Association, February 6, 2025
6. Generational Preferences: Unveiling Global Flavor Trends, SupHerb Farms, April 2024
7. Promotion & Upselling: Operator Check-In, Datassential, December 2024

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