



**Media release  
For immediate release**

## **The Soup Spoon makes its mark as the ‘healthier choice’**

*14 May 2010, Singapore* – The Soup Spoon has taken upon itself to reinforce its status as a healthier choice among consumers with a brand refresh.

With more dining establishments focusing on healthier eating, The Soup Spoon plans to outdo the competition by offering more than just that. Its latest visuals, designed by Couple, now feature the calorie count of each soup on its menu while reinforcing the idea that their soups are prepared fresh daily and are MSG free through the clever use of words and corporate colours.

“Customers have feedback to us requesting for nutritional information and we thought it would be good to highlight the calorie count of our soups in our new menu. This is so that our customers have a better understanding of their daily nutritional needs and are able to make well-informed choices when it comes to eating.” says Souperchef and Director of The Soup Spoon, Anna Lim.

In addition, The Soup Spoon has opted for a menu layout that is less cluttered, doing away with the usual ingredient listing so that customers may find it easier to refer to. Animation is also incorporated within the menu itself, which will showcase a variety of menu offerings from scrumptious sandwiches to salads.

This refreshing new look will see its implementation throughout the outlets, starting with the menu itself. “We hope this brand refresh will strengthen the image of The Soup Spoon while allowing customers to better relate to us as a company that serves wholesome gourmet soups.” says Bai Lixian, Marketing Executive of The Soup Spoon.

## **May's Chef Soup Specials!**

Due to the positive feedback received from customers, the highly popular *Simon and Garfunkel Chicken & Mushroom Ragout* will join the existing series of 7 main soups. Together with the menu change, The Soup Spoon launches 3 new soups in this month of May. They are:

1. **What's Up Doc – Curried Carrot with Apple ( Vegetarian/Dairy free/Gluten free)**

Bugs Bunny of Looney Tunes has given his friends at The Soup Spoon his very own carrot puree recipe with a zing. Curried and spiced, this carrot puree is brimming with goodness and flavors and is excellent as a warm and comforting soup. Kaffir lime leaves have a wonderful flower-like fragrance and taste and when coupled with the pungent curry leaf, it is said to aid digestion, purify the blood and is anti flatulent in nature. It can even cure diarrhea. Excellent if you have a bloated stomach due to indigestion or had a very heavy meal the day before.

2. **Chicken with Corn, Leek and Prune ( Chicken/Dairy/Egg/Gluten free)**

This is neither a western style corn chowder nor a Chinese chicken corn soup eaten at Chinese restaurants. It is fusion style chowder where tender marinated chicken pieces are cooked with corn, leeks and dried prunes laced with eggs and finished off with cream. The result is a melting pot of flavors where East meets West, a true reflection of the cosmopolitan society we live in today.

3. **Beef Stroganoff with Penne and Buttons ( Beef/Dairy/Gluten)**

Actually, there is nothing really Russian about the stroganoff as it did not evolve from the Russian cuisine. It was actually introduced to the Russian aristocracy by a French chef. The spoon of sour cream seems to have been thrown in as an afterthought to put a Russian spin on things. Here, it is taken to another level with the combination of penne, button mushrooms and artichoke hearts marrying with fresh rosemary and oregano. It is then finished off with sour cream. Hope you will enjoy my take on the "holy matrimony".

## **About The Soup Spoon**

The idea of The Soup Spoon was conceived in September 2001 followed by the first outlet in June 2002 at Raffles City Shopping Centre. Managed by a trio of soup loving entrepreneurs who met in university, The Soup Spoon draws on the knowledge of SouperChef Anna Lim, managing director Andrew Chan and Director of Business Development Benedict Leow.

Together, they have pioneered a popular soup culture in Singapore and made The Soup Spoon into a stirring, successful business with 11 outlets to date. "We plan to double our number of outlets within the next five years by opening in strategic locations that reach out to our customers," says Andrew.

The company's success is built on the principle that soups should not be relegated to the wings - they deserve a place on centre stage! Says Anna: "We want to provide innovative, wholesome gourmet soups made from the heart and hope to change people's attitude to what soup can be - a wholesome meal in itself and a divine culinary experience." In time, The Soup Spoon believes this prevalent soup culture will produce soup connoisseurs who are capable of detecting subtle flavours, nuances and characteristics of a soup, just like wine aficionados.

The Soup Spoon has also gotten much interest from overseas to introduce franchise concepts in Asia, Middle East and Australia, and has developed a franchise programme for interested parties. "We want to take our time and find the right partners who share in the vision of the brand, and have the passion to create a soup culture in new markets," says Benedict.

*\*Note to editor: Images and profiles of The Soup Spoon's three partners are available upon request.*

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## **Fact sheet – The Soup Spoon**

Website: [www.thesoupspoon.com](http://www.thesoupspoon.com) | [www.thehandburger.com](http://www.thehandburger.com)

Email: [customer@thesoupspoon.com](mailto:customer@thesoupspoon.com)

The Soup Spoon's 11 outlets:

### **Raffles City Shopping Centre (Re-opening in August 2010)**

252 North Bridge Road, #B1-75/76. Tel: 6334 3220

Sun - Thurs: 10.30am - 10.00pm / Fri - Sat: 10.30am - 10.30pm

### **Raffles Xchange**

5 Raffles Place #B1-62. Tel: 6438 7305

Mon - Fri: 10.30am - 9.00pm / Sat: 11am - 4.00pm / Sun: Closed

### **Market Street Carpark**

146 Market Street, #01-04. Tel: 6438 3969

Mon - Fri: 11.00am - 9.00pm / Sat & Sun: Closed

### **Paragon Shopping Centre**

290 Orchard Road, #B1-K4/K7. Tel: 6738 3860

Mon - Thurs: 8.30am - 10.00pm / Fri & Sat 8.30am - 10.30pm / Sun: 9.30am - 10.00pm

### **Bugis Junction**

200 Victoria Street, #B1-04/26. Tel: 6238 8601

Sun - Thurs: 10.30am - 10.00pm / Fri - Sat: 10.30am - 10.30pm

### **Tanjong Pagar MRT**

120 Maxwell Road, #B1-31. Tel: 6222 0272

Mon - Fri: 7.30am - 9.00pm / Sat: 11am - 4.00pm / Sun: Closed

### **Singapore Changi Airport**

Terminal 2 Transit South. Tel: 6546 5886

Open 24 Hours

### **Fusionopolis**

North Buona Vista Drive, #B2-10 (within Market Place @ one-north). Tel: 6466 6525

Mon - Sun: 9.30am - 8.30pm

### **Chevron House**

30 Raffles Place, #01-37. Tel: 6557 0771

Mon - Fri: 7.30am - 8.00pm / Sat & Sun: Closed

### **ION Orchard**

2 Orchard Turn #B3-18. Tel: 6509 8765

Sun - Thurs & PH: 10.30am - 10pm / Fri - Sat & Eve of PH: 10.30am – 10.30pm

### **VivoCity**

1 HarbourFront Walk #02-43. Tel: 6274 8751

Sun - Thurs & PH: 10.30am - 10pm / Fri - Sat & Eve of PH: 10.30am – 10.30pm

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