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## **The Soup Spoon Launches Its 10<sup>th</sup> Outlet At the new ION Orchard shopping mall in July**

9 July 2009, Singapore – Leading soup chain in Singapore since 2002, The Soup Spoon is pleased to unveil its latest outlet at ION Orchard shopping mall which brings its total number of outlets in Singapore to 10. This new outlet will open officially on 21 July 2009 to the public.

Said SouperChef and director Anna Lim: “We are extremely pleased to have our 10<sup>th</sup> outlet at ION Orchard, Singapore’s latest premier shopping mall. In January this year, we also set up our ninth outlet at Chevron House and are currently renovating our flagship outlet at Raffles City Shopping Centre which will introduce a wonderful dining experience to our customers in mid August.”

### **The Soup Spoon at ION Orchard**

Located at ION Orchard on basement three, this 50-seater offers a modern and cosy setting for guests to enjoy The Soup Spoon’s wide variety of delicious handmade soups, gourmet sandwiches, healthy salads, wraps and sides. The Soup Spoon’s selection of soups makes a comforting, nutritious and hearty meal at any time of the day. There is a soup for everyone, from traditional favourites such as *Beef Goulash*, *Boston Clam Chowder* and *Roasted Pumpkin with Caramelized Apple & Toasted Almonds*, to unique creations with the likes of *Tokyo Chicken Stew*, *Tangy Tomato with Basil*, and *Velvety Mushroom Stroganoff*. The soups come in *Regular* (375ml) and *Grande* (500ml) sizes start from S\$5.60 to S\$8.20.

Don’t miss the variety of gourmet salads, sandwiches and wraps which offer a palate of fresh and distinct Asian flavours. Tuck into the **new Roast Duck Wrap** featuring slivers of roast duck with mandarin orange, orange reduction and pea shoots in between soft pita bread. Other delicious choices present *Asian Tofu Salad*, *Falafel with Hummus Wrap*, *Chicken Tikka Wrap*, *Teriyaki Fish Sandwich*, and *Roast Beef Wasabi Sandwich*. Prices range from S\$6.90 to S\$8.80.

Diners can also enjoy the **new 'En Papillote' items** that are cooked in its own juices in parchment paper. Lap up the likes of *Chilli Mussels*, *Ginger Chicken With Mushroom*, *Pesto Vegetables*, and *Seafood With Lemon & Tangy Tomato*.

### **Latest Chef Special Soups**

Not to be missed are the latest chef specials, which include ***Simon and Garfunkel Chicken and Mushroom Ragout***; a creamy and wholesome creation that pays tribute to the well-known evergreen band's album 'Parsley, Sage, Rosemary and Thyme' and clearly hits all the right notes. Guests relish the marinated chunks of chicken cooked together with the four herbs and six types of mushroom (Portobello, Oyster, Abalone, Oriental Enoki, Shitake, and Button). The herbs are known for their cleansing and protective properties - sage eases indigestion, rosemary is anti-inflammatory, thyme a good expectorant, and parsley a powerful anti-oxidant. This proves to be a hit and will be a permanent Chef Special at all outlets in 2009.

Diners can also look forward to three other chef specials available for *three weeks from 21 July to 10 August 2009* at ION Orchard. In celebration of the 10<sup>th</sup> outlet which opens in mid summer, The Soup Spoon has created ***A Mid Summer Night's Beef Stew*** (Beef/ Gluten/ Dairy free/ Egg free). This hearty stew is flavoured with wine, fresh herbs, tomatoes, and white beans - wonderful with hot crusty garlicky foccacia! The ***Broccoli Mac and Cheese*** (Vegetarian/ Dairy/ Gluten/ Egg free) is a lush and creamy puree of blended broccoli with cheddar and cream cheese, and thickened with potatoes and cream. Macaroni is added to make it a hearty meal.

***Peppery Chicken Hotpot*** (Chicken/ Gluten/ Dairy free/ Egg free) is an adaptation of the famous Philadelphia Pepper Pot created by one of the world's most respected President of the bygone era, George Washington. Apparently, he ordered his cook to make up a hearty meal for the Continental Army at Valley Forge. What came up was a warm dish made with peppercorns and tripe. In this Soup Spoon version, the tripe is left out but the peppery taste is apparent in the hotpot filled with black pepper marinated chicken, zucchini, cauliflower and shitake mushrooms.

For chef specials, The Soup Spoon provides information as to whether the soups are vegetarian, dairy free, its dairy content (% if any), whether it has gluten or eggs. This is to help customers make better, informed choices to suit their lifestyles and diets – an additional feature that makes The Soup Spoon truly distinctive. Visit [www.thesoupspoon.com](http://www.thesoupspoon.com) for the full menu with detailed description which is updated every three weeks.

## **10<sup>th</sup> outlet's \$10 promotions at ION Orchard**

The Soup Spoon is offering two promotions at ION Orchard *from 21 July to 30 August 2009*. Diners can enjoy the **Bread Bowl Experience** – featuring the soup of your choice served in a hollowed out bowl of crusty bread – at S\$10 for the large size with a homebrewed iced tea (Usual price S\$12.10). The **Crusty Pot Pie** - served with a mesclun side salad and iced tea is also offered at S\$10 (U.P \$12).

## **Company Profile**

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 the 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 10 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 company has a total of 120 staff and a recently expanded central kitchen at Aljunied where the soups and other food products are made fresh daily. 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 of food and interior as well as profiles of the three partners are available upon request.*

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## **Fact sheet – The Soup Spoon**

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

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

The ten outlets - in order of launch date:

### **Raffles City Shopping Centre (since June 2002)**

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

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

### **Raffles Xchange (since July 2005)**

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

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

### **Market Street Carpark (since Oct 2006)**

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

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

### **Paragon Shopping Centre (since Jan 2007)**

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 (since Dec 2007)**

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

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

### **Tanjong Pagar MRT (since March 2008)**

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

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

### **Singapore Changi Airport (since June 2008)**

Terminal 2 Transit South. Tel: 6546 5886

Open 24 Hours

### **Fusionopolis (since Oct 2008)**

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

Mon - Sun: 9.30am - 8.30pm

### **Chevron House (since Jan 2009)**

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

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

### **ION Orchard (since July 2009)**

2 Orchard Turn #B3-18. Tel: N.A

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

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