

For Home Cooks, Soup is Secret Recipe Ingredient Year-Round

New Survey Confirms America's Appetite for Soup

(NAPSA)—Home cooks: grab a can and start cooking! You'll be joining the 90 percent of Americans that regularly cook dinner at home, and often make soup a part of their meals. In fact, a new soup survey of nearly 800 primary meal preparers conducted by Campbell's Kitchen found that one-third (33 percent) of respondents use soup as a cooking ingredient between one and four times a week.

The overwhelming majority (80 percent) of survey respondents consider dishes prepared with soup to be homemade. Convenience and flavor continue to reign as driving forces in Americans' food choices with ease of preparation (76 percent), taste (72 percent) and versatility (39 percent) cited as top reasons for using

soup as a cooking ingredient.

"Our research revealed that many people enjoy soup several times a week for both cooking and eating," said Cindy Ayers, head of Campbell's Kitchen. "Home cooks realize that soup is versatile, easy to prepare and tastes great, making it a perfect partner in the kitchen."

Favorite Family Dishes Include Soup

Nearly two-thirds (63 percent) of those surveyed say that one to three of their family's favorite dishes include soup as an ingredient. Soup provides convenient meal options when combined with a few additional ingredients, with chicken most frequently identified as the favorite soup pairing (52 percent). Other

Soup Stacks Up at Home

- 90 percent of home cooks cook dinner at home three or more times a week.
- 80 percent consider dishes cooked with soup to be homemade.
- 63 percent say one to three of their family's favorite dishes include soup as an ingredient.
- 55 percent typically add three or fewer ingredients to a recipe when cooking with soup.

The online soup survey was a survey of 798 primary meal preparers conducted by Zoomerang in June 2002 on behalf of Campbell Soup Company.



top choices include pasta or rice (18 percent), vegetables (15 percent) and beef (12 percent).

When cooking with Campbell's soups, Cream of Mushroom is used most often (67 percent), followed by Chicken Broth (52 percent), Cream of Chicken (49 percent), and Tomato (38 percent).

"Today's busy home cooks are turning to condensed soups as an ideal alternative to creating time-consuming sauces from scratch," added Ayers. "In minutes, Cream of Mushroom soup can bring the qualities of a complicated béchamel sauce to countless family-favorite dishes."

For great recipes, visit www.campbellskitchen.com and sign up for an e-mail subscription to *Meal-mail*, a free daily or weekly recipe newsletter sent directly to your e-mail in-box.

SOUP SNAPSHOT Times of Year Americans Eat Soup

No matter the season, almost half of all Americans (47 percent) say they eat soup one or more times per week.

