

Chicago's Soon To Be Famous Soup Company

Everyone loves good soup—and with Chicago being the foodie city that it is, serving good soup is no longer good enough; you must serve great soup. The trick is using time-tested recipes and offering new, relevant flavors that will excite customers and get them to spend. The problem is, with the current labor shortage facing every foodservice operation, it's getting more difficult to make soups from scratch—until now. The best kept secret in the soup business is Vienna Beef's Bistro Soups & Chili.

In their new, state-of-the-art soup and chili plant, Vienna Beef's experts carefully create over 40 flavors of delicious hand crafted soups and chili. And because Vienna Beef's brand standard is to use only the freshest, highest quality ingredients, you get the same quality you've come to expect from every item produced by the Vienna Beef family of companies.

To control quality, Bistro makes the soups in small batches that are conveniently packaged in 4# bags, which are then chilled and frozen in a very short period of time. This maintains the highest quality possible. Additionally, the firm sources local ingredients whenever possible, uses fresh vegetables, real dairy products, fresh cream and locally sourced spices and noodles. Unlike most commercial soups, they do not add MSG, use preservatives or artificial colors. This is freshness you can taste. Each bag is labeled with the flavor, the date it's created and the batch code. This traceability is something that every foodservice operator should be concerned with. "By making our soups in small batches, we improve quality and consistency and give our customers something they can be proud to serve," comments Jaime Mestan, a Certified Sous Chef and Vienna Beef's Director of Bistro products.

However, the quality does not stop there. Vienna carefully labels and stores each ingredient containing allergens to avoid any type of cross contamination for customers who have allergen sensitivities. They offer a range of options to satisfy even the pickiest of eaters. For example, they produce soups with low sodium, vegetarian and vegan soups and of course favorites such as tomato bisque with spinach and orzo, chicken noodle and even a beef stew. In addition to Bistro's locally branded soups, which are available through all distributors, the company has been producing proprietary soups for chain accounts with the same high quality standards for many years. If you are frustrated at the labor challenges facing your business, be sure to taste the Bistro line of soups. They are convenient, ready to serve and in small bags to help you reduce and control waste.

