

Souping Up Life

Tips To Help You

Classic Soups Warm Your Bones From the Inside Out

(NAPSA)—With the cold seasonal temperatures comes a tendency toward hibernation, made apparent by the fact that 64 percent of Americans polled said they eat lunch “in”—whether at their home or office—more often during the winter than other seasons.

One consequence of this behavior is that people have to get the sensory stimulation they'd typically get from the great outdoors, inside their home or office. Given the absence of the bright bursts of color found naturally in other seasons, experts say a great way to add more color to a winter day is with the foods you eat.

Sixty-two percent of people make their own lunch. Experts say this is the perfect opportunity to provide a daily feast for your senses. “Soup is one of the best foods to deliver overall sensory appeal,” says Marcia Levin Pelchat, Ph.D., a sensory expert at the Monell Center, a research institute for the study of taste and smell.

“Food is a sensory and nutritional feast. Soup, in particular, stimulates almost all of our senses,” she says. “It’s warm, savory and has a wonderful aroma. There’s even evidence that foods are especially well liked if they contain a variety of textures, so that the feeling in the mouth changes from the time that the food is tasted until it is swallowed.



Colorful, classic soups help take the grey out of a winter day.

Soup fits this bill perfectly.”

Vegetable soup varieties are a great choice for sensory stimulation. Every bowl offers a variety of colors, flavors and textures.

This winter could be a great time to rediscover this classic lunchtime choice because Campbell Soup Company reports making significant improvements to its vegetable soups in the famous red and white can, such as Vegetable Beef, Vegetable (Alphabet), Chicken Vegetable, Minestrone and six others. All 10 of the company’s vegetable varieties have truer flavors, tastier ingredients and brighter, clearer broth than ever before, thanks to an investment in an innovative blending process.

The vegetable varieties are the first in a series to receive a major upgrade that will reinvent condensed soup as only Campbell’s can.

Instead of just “doing lunch” as

usual, there are more ways than ever to add color and variety to your day with a classic midday meal enjoyed in the warmth of your own home or office. Reinvigorate your senses by rediscovering some of these classic combinations:

- Update the classic soup and sandwich combo by pairing your favorite condensed vegetable soup with a wrap, quesadilla or pita. Or try this quick recipe:

Mini Pizzas

1/2 cup hearty meat pasta sauce

4 slices Italian bread, 1/2-inch thick, toasted

1/4 cup shredded mozzarella cheese

Spread about 2 tablespoons of pasta sauce on each bread slice. Top with a sprinkling of cheese. Place under the broiler and broil 2-3 minutes or until cheese is melted.

- Begin any meal with a warm bowl of hearty soup like Beef with Vegetables and Barley to take the edge off the winter chill.

- Make strides toward getting your recommended 5 to 9 servings of fruits and vegetables a day by trying Vegetable (Alphabet), Vegetarian Vegetable, Minestrone or Hearty Vegetable with Pasta. Get a full serving of vegetables in each serving of soup!

For more information and serving suggestions, visit www.campbellsoup.com.