

Sooupah Beginning for Sooupah Smoothies™

SAN ANTONIO, Texas – (July 1, 2006) – Souper Salad, the largest soup and salad restaurant chain in the Southwest, now offers smoothies to its patrons as an add-on drink purchase. This reinforces its brand position of “We care how well you eat.”

Fresh Fruit Sooupah Smoothies™ are offered in four flavors: strawberry, peach, mango and raspberry.

The chain began test marketing Sooupah Smoothies in four San Antonio market stores on June 5. As a result of overwhelmingly positive response, smoothies were introduced system-wide on July 1, a month earlier than planned. Since then, patrons at all 87 restaurant locations have enjoyed the fat-free beverage.

“Sooupah Smoothies sales are three times what we anticipated.” says, Neil Naroff, Marketing Director for Souper Salad. Sooupah Smoothies average 10-12% of Souper Salad’s total drink sales, and in some restaurants, as much as 20%.

Statistically, Sooupah Smoothies have increased Souper Salad’s drink-to-meal ratio by 5%, indicating that a large percentage of consumers are attracted to Smoothies as a healthier alternative to carbonated beverages, and as a more flavorful alternative to water.

About Souper Salad: Souper Salad is a privately held company, headquartered in San Antonio, Texas. The restaurant chain operates 87 locations in 12 states offering a buffet-style dining experience. It plans to implement new franchising and re-franchising opportunities in 2007, with the goal of expanding to the east coast in six different states, and increasing the number of stores it has in the southwest, especially in Oklahoma and Nevada. For more information, visit www.souper salad.com.

