

**AIIBP**

ASSOCIATION INTERNATIONALE  
DE L'INDUSTRIE DES BOUILLONS ET POTAGES

**FAIBP**

FEDERATION DES ASSOCIATIONS DE  
L'INDUSTRIE DES BOUILLONS ET POTAGES DE LA CEE

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**Portion Sizes for SOUPS in Europe**  
DRAFT 2 as of 17 July 2009

Background

The companies of the European Soup Industry produce a wide range of all kinds of soups to meet consumers' demands. This includes dry, wet and intermediate moisture products, mixes for the preparation of soups and bouillons, ready-to-eat products, ambient, chilled and frozen preparations, as well as clear liquid bouillons and chunky stew-type soups.

The products of the Soup Industry are mostly consumed in quantities higher than 100ml, which makes the GDA-labelling per portion especially helpful for consumers to identify the amount of nutrients that is actually consumed in a single consumption occasion.

Portion Size Rationale

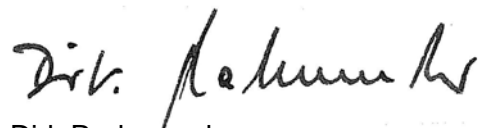
AIIBP – FAIBP encourages the companies of the European soup industry to provide GDA information on pack, based on generally recommended portion sizes for soups. This allows consumers to make more informed choices.

Portion sizes for soups in Europe are mainly determined by history of use, recognised reference quantities as laid down in national guidelines, eating pattern, consumption occasions, current product offerings in the market and the type of soup.

A survey carried out by AIIBP - FAIBP on the portion sizes shows that 250ml is a very common portion size for many soups in Europe. 250ml is equivalent to the content of a plate of soup, which reflects the traditional way of serving soups in many countries<sup>1</sup>. This has been laid down in some national guidelines for soups.

AIIBP – FAIBP thus considers 250ml as a typical portion size for soups throughout Europe. For products packed in single portions, or containing multiple portions, portion sizes may differ. In any case the size of the portion will be indicated on pack.

As an example, a ready-to-eat soup may be sold in a package with a total volume of 570ml; here the portion size may be defined as 285ml, making 2 portions per pack (most common size in UK f. e. 400 g can designated as 2 x 200 g portions). An instant dry soup in single-portion packs may only serve 150ml, following manufacturers' instructions for preparation; other products like e.g. bouillons cubes do often serve more than just one consumer need and are used for different purposes (e.g. as a base for soups and sauces, but also for seasoning of dishes, or just added to boiling water of pasta, rice or potatoes). Such diversity may be reflected in different portion sizes that take account of different uses of the products.



Dirk Radermacher  
(Secretary General)

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<sup>1</sup> Austria, Italy, Switzerland, Germany, France, Norway