

BAXTERS

PLANT

BASED SOUP

Brand Observed



Company overview:

Baxters Food Group Limited, also called Baxters of Speyside or Baxters, is a food processing firm situated in Fochabers, Scotland. It makes canned soups, canned meat products, sour pickles, sauces, vinegar, antipasto, chutneys, fruit preserves, and salad and meat condiments. Products are offered under the Baxters brand, as well as a number of other trademarks owned or licensed by the business. Baxters has remained a private family firm for four generations, during which time it has grown greatly by purchasing other businesses both in the UK and worldwide. Her Majesty the Queen has granted Baxters a Royal Warrant as purveyors of Scottish specialties.

Target Product Category : **Plant Based Soup**

Name of the Product : **Baxters Plant Based Soup**

NUMBER OF PRODUCTS: 6

- Baxters Plant Based Spiced Red Lentil
- Baxters Plant Based Sundried Tomato & Thyme
- Baxters Plant Based Thai Yellow Vegetable Curry
- Vegan Jackfruit, Three Bean & Chipotle Chilli Plant Based Soup
- Vegan Plant Based Butternut Squash & Lentil Dhansak Soup
- Vegan Plant Based Sri Lankan Sweet Potato Soup



BAXTERS PLANT BASED SPICED RED LENTIL

Primary Ingredient:

Water, Tomatoes (30%), Red Split Lentils (18%), Brown Lentils (4%), Carrots, Onions, Cornflour, Salt, Sugar, Garlic Purée, Spices, Herbs, Garlic Powder, Sunflower Oil

Vegetables:

Tomatoes (30%), Carrots, Onions

Extract: -

Serving size:
100g



**Nutritional Information
Per 100g**

Energy: 49kcal
Fat: 0.3g
Saturated fat: <0.1g
Carbohydrates: 8.5g
Sugars: 2.0g
Fibre: 1.3g
Protein: 2.4g
Salt: 0.63g

Thickener: Cornflour

Servings per pack: 3.8

Acidity Regulator: -

BAXTERS PLANT BASED SUNDRIED TOMATO & THYME

Primary Ingredient:

Tomatoes (49%), Water, Carrot, Potato, Sundried Tomato Paste (45%) (Water, Sunflower Oil, Sundried Tomatoes [Tomatoes, Salt] , White Wine Vinegar, Sugar, Salt, Herb, Garlic Extract [Sunflower Oil, Garlic Oil] , Spice, Favouring), Coconut Cream (4%), (Coconut, Water), Red Split Lentils (2.5%), Cornfour, Sugar, Garlic Purée, Extra Virgin Olive Oil, Lemon Juice, Salt, Cider Vinegar, Thyme, Yeast Extract, Onion Powder, Potato Starch, Spices, Acidity Regulator (Citric Acid), Lovage Extract

Vegetables:

Tomatoes (49%), Carrot, Potato,

Extract:

Garlic Extract, Yeast Extract, Lovage Extract

Serving size:

100g



**Nutritional Information
Per 100g**

Energy: 48kcal
Fat: 2.4g
Saturated fat: 1.0g
Carbohydrates: 5.4g
Sugars: 3.4g
Fibre: 0.7g
Protein: 0.9g
Salt: 0.48g

Thickener: Cornflour

Servings per pack: 3.8

Acidity Regulator:
Citric Acid

BAXTERS PLANT BASED THAI YELLOW VEGETABLE CURRY

Primary Ingredient:

Water, Vegetables (34%) (Sweet Potato, Carrot, Broccoli, Potato, Onion), Lentils (6%) (Brown Lentils, Red Split Lentils), Rice (45%), Coconut Cream (Coconut, Water), Cornflour, Ginger Purée, Garlic Purée, Salt, Lime Juice, Spices, Tamarind, Sugar, Lemon Grass, Yeast Extract, Lime, Onion Powder, Herbs, Potato Starch, Garlic Powder, Sunflower Oil, Acidity Regulator (Citric Acid)

Vegetables:

Vegetables (34%) (Sweet Potato, Carrot, Broccoli, Potato, Onion),
Lemon Grass

Extract:

Yeast Extract

Serving size:

100g



**Nutritional Information
Per 100g**

Energy: 47kcal
Fat: 1.5g
Saturated fat: 1.2g
Carbohydrates: 6.4g
Sugars: 2.3g
Fibre: 1.2g
Protein: 1.3g
Salt: 0.60g

Thickener: Cornflour

Servings per pack: 3.8

Acidity Regulator:
Citric Acid

VEGAN JACKFRUIT, THREE BEAN & CHIPOTLE CHILLI PLANT BASED SOUP

Primary Ingredient:

Water, Tomatoes, Onions, Black-eyed Beans (6%), Haricot Beans (6%), Red Peppers, Kidney Beans (5%), Potatoes, Sweetcorn, Jackfruit (3%), Ginger Puree, Lime Juice, Chipotle Peppers in Adobo Sauce (1%) (Chipotle Peppers, Water, Tomato Paste, Salt, Sugar, Onion), Garlic Puree, Maize Starch, Mixed Spices, Salt, Sugar, Mixed Herbs, Cornflour, Yeast Extract, Onion Powder, Potato Starch, Acidity Regulator (Citric Acid)

Vegetables:

Tomatoes, Onions, Black-eyed Beans (6%), Haricot Beans (6%), Kidney Beans (5%), Potatoes, Sweetcorn

Extract:

Yeast Extract

Serving size:

100g



Nutritional Information Per 100g

Energy: 53kcal
Fat: 0.3g
Saturated fat: <0.1g
Carbohydrates: 8.6g
Sugars: 2.7g
Fibre: 2.4g
Protein: 2.8g
Salt: 0.50g

Thickener: Maize Starch, Cornflour, Potato Starch

Servings per pack: 3.8

Acidity Regulator: Citric Acid

VEGAN PLANT BASED BUTTERNUT SQUASH & LENTIL DHANSAK SOUP

Primary Ingredient:

Water, Butternut Squash (18%), Onions, Tomatoes, Red Split Lentils (8%), Brown Lentils 5%, Spinach, Ginger Puree, Mixed Spices, Garlic Puree, Maize Starch, Red Chillies, Salt, Lemon Juice, Mixed Herbs, Cornflour, Sugar, Yeast Extract, Onion Powder, Potato Starch, Acidity Regulator (Citric Acid)

Vegetables:

Onions, Tomatoes, Spinach

Extract:

Yeast Extract

Serving size:

100g



**Nutritional Information
Per 100g**

Energy: 45kcal
Fat: 0.4g
Saturated fat: 0.1g
Carbohydrates: 7.2g
Sugars: 2.5g
Fibre: 1.5g
Protein: 2.4g
Salt: 0.52g

Thickener: Maize Starch, Cornflour, Potato Starch

Servings per pack: 3.8

Acidity Regulator:
Citric Acid

VEGAN PLANT BASED SRI LANKAN SWEET POTATO SOUP

Primary Ingredient:

Water, Sweet Potato (23%), Carrots, Onions, Coconut Cream (Coconut, Water), Ginger Puree, Cornflour, Garlic Puree, Red Chillies, Salt, Maize Starch, Mixed Spices, Sugar, Yeast Extract, Onion Powder, Mixed Herbs, Potato Starch, Garlic Powder, Sunflower Oil, Acidity Regulator (Citric Acid)

Vegetables:

Sweet Potato (23%), Carrots, Onions

Extract:

Yeast Extract

Serving size:

100g



**Nutritional Information
Per 100g**

Energy: 54kcal
Fat: 1.8g
Saturated fat: 1.4g
Carbohydrates: 7.9g
Sugars: 2.9g
Fibre: 1.4g
Protein: 0.8g
Salt: 0.53g

Thickener: Maize Starch, Cornflour, Potato Starch

Servings per pack: 3.8

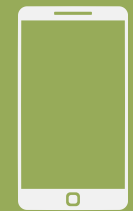
Acidity Regulator:
Citric Acid

Guires FRL global contact R&D assists food and beverage manufacturers with new product development and reverse engineering. The experts follow a systematic approach from competitor analysis, then product formulation and evaluation. Moreover, the experts assist with packaging and product labelling, ensuring the product meets the regulatory requirements and appeals to the target audience, guaranteeing its success.

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THANK YOU