

Entrepreneurs

Two moms, Serious Soups, delivered to your door

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Source Contributor

Two South Surrey moms are offering up fresh, healthy soups to the Lower Mainland – and they deliver.

Karla Swan and Wendi Spoor are the faces behind Soup Tureen.

Swan has been a self-employed consultant in health care for 12 years and has experience with small business. Spoor is a school teacher at Crescent Park Elementary.

They stumbled across the idea for the company almost by accident.

The story began with Swan's six-year-old daughter, Beatrice, who would only take hot lunches to school. Swan said while her daughter will sometimes take spaghetti and meatballs, her preference is soup.

While Swan loves to cook, she found it hard to keep up with her daughter's soup needs, so she began to buy canned soup.

When she began searching for healthy, low-sodium options, Swan realized there was a void in the market.

"I think I tried everything," she said. "I tried organic canned soups, I tried fresh Safeway, I tried Choices, I tried Happy Planet, I tried all of them.

"What I discovered was that most of them have close to the same amount of sodium as in canned soup."

A friend recommended she contact the



Karla Swan and Wendi Spoor are the owners of The Soup Tureen. They deliver Serious Soups, which are not available for individual sales.

Kevin Hill Photo

owner of Serious Soups, Steve Martin. His company sells healthy, low-sodium soups commercially throughout the Lower Mainland. Because they had a mutual friend, he agreed to sell to her.

Soon after, Swan found herself chatting with other moms at the school who were hoping they could also get some Serious Soups product. But Martin only deals with

commercial sales.

That's when Swan thought this would be a good business venture: To offer the Serious Soups to the everyday client.

And that's what they do. They purchase the soup in bulk from Martin and deliver it to local customers. They have been in business since October last year.

Spoor heard about the idea after Swan had

started the business and really wanted to be involved. "I could really see the potential for the business."

She is a busy mom and recognized that soup could help her simplify her own life and home. Her family eats them for lunches, dinners and snacks.

"It's healthier than a frozen meal, often it's quicker, too. It's definitely a better alternative to eating out, for costs and health reasons," said Spoor.

While their clientele is largely made up of moms right now, they see a real market for seniors. "These make great easy meals for them and they're full of vegetables, full of protein, high in vitamins, low in sodium so they're good for people with blood pressure issues and other illnesses," Spoor said.

"The possibilities are endless," including entertaining in a flash or as a hostess gift, she said.

Clients order their soup on Monday and the pair delivers them on Friday throughout the Lower Mainland. The soup is priced at \$10 for one litre with a promotion on for February for three litres for \$25.

Soup Tureen's products range from the basics, like chicken noodle and beef barley, to the more adventurous Thai curried chicken with coconut, lime and cilantro soup. There are vegetarian, gluten-free and dairy-free options.

Check out souptureen.ca.