

Baxters Soups have packaging lift, new flavours

 By [ActivRetail](#)

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Baxters, the family-owned, Scots premium-food company, has relaunched its range of canned soups. Packaging across the portfolio has also been refreshed to support the relaunch, with clearer labelling and a more distinctive and premium look.



Old packaging

Baxters' brand manager, Elaine Tewnion, comments, "Based on extensive consumer research, we have optimised products, ranges and packaging to reflect customer preferences."

Audrey Baxter, great-granddaughter of the George Baxter who founded the brand, and her team of chefs have developed the new flavours and improved recipes over the past 12 months. The new flavours are: Cream of Chicken; Cream of Mushroom; Cream of Asparagus; Lamb Casserole; Chicken & Vegetable Casserole; and Country Vegetable soups, while the improved recipes are: Pea & Ham; Potato & Leek; Cream of Tomato; Beef Consommé; Lobster Bisque; Lentil & Vegetable; and Minestrone with Wholewheat Pasta soups.

The six new recipes, as well as seven improved recipes, distributed by Stafford Bros & Draeger, will be available in all major supermarkets across South Africa from April 2010.

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