



Freshmarx®

CASE STUDY: La Soupe

Since founding La Soupe in Cincinnati, Ohio in 2014, restaurateur Suzy DeYoung and her staff of employees and volunteers have been on a mission to feed those in need. In doing so, the organization is bridging the gap between food waste and hunger by rescuing otherwise wasted produce to create tasty, nutritious meals for customers, nonprofit organizations and food-insecure families.

In 2017, La Soupe rescued 275,000 pounds of perishables from going to the landfill and donated 175,000 nutritious servings to children and their families living in food insecurity. To help La Soupe achieve this goal, Avery Dennison gifted the nonprofit with a Monarch® FreshMarx® 9417®+ printer in September 2017. It was an immediate game changer.

“We are so grateful to Avery Dennison for their generosity,” said La Soupe’s Chief Giving Officer Julie Mulcahey, who oversees the use of the unit. “The printer has cut our packaging time by more than half. This boost in productivity has helped improve our response time in meeting the needs of the food insecure children and their families in our community.”

Freshmarx 9417+ Printer - Fast and Flexible

The chefs make a new batch of soup each day in a 900-square-foot facility known as the Soupe Shack. The fresh batch is then divided into quart containers to be donated. Labels are printed and placed on each item before the donations are delivered to the various agencies.

Before receiving the FreshMarx 9417+ printer, volunteers had the time-consuming task of manually writing the name of the soup and any major dietary restrictions on the lids of hundreds of quarts each week. Now, the ingredients are entered into the printer and the volunteers and staff simply push the print button.

“The Avery Dennison printer has allowed us to print the ingredients and put them on each container of soup,” said Jess Kerr, La Soupe’s director of development. “This has helped tremendously in making sure anyone with dietary restrictions knows which of our soups they can and can’t have. It also helps La Soupe staff know what ingredients they put in the soups and keeps a sort of recipe book in the printer.”

Accelerating Performance

The holidays were an especially busy season for La Soupe and the recent implementation of the FreshMarx® 9417+ printer was advantageous at a crucial time.

“We feed 2,000 children weekly and the cold weather brings more customers into the shop,” Kerr said. “We were producing the maximum amount of soup every day and even added a second shift before the holidays. Some of the La Soupe staff went out as ‘Soupe Santas’ and brought hundreds of quarts of soups to shut-ins and seniors.

All of these soups, purchased and donated, had to be labeled so people knew exactly what was in it and how long it was good for,” Kerr continued. “The Avery Dennison 9417+ printer helped us make this incredibly busy season much easier for La Soupe.”



(l-r) Avery Dennison Sales Representative Angela Fisher, La Soupe Owner/Founder Suzy DeYoung, Avery Dennison Regional Vice President Vicki Bradshaw

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Easy and Accurate

According to Kerr, the biggest surprise about the FreshMarx® 9417+ printer was how simple the unit is to use. This was important for a staff of a dozen full- and part-time employees and several hundred volunteers.

“Not only does our staff use it but our many volunteers do as well,” she said. “We cannot thank Avery Dennison and Angela Fisher enough for donating the printer, bringing it to our shop, and teaching us how to use it. Angela was amazing in teaching us how to use the printer. We wrote up and printed the basic instructions and taped them above the printer.”

“Volunteers quart soupe on a weekly basis and each one uses the printer along with our staff,” Kerr added. “We estimate 30 people use it on a weekly basis. The instructions taped above the printer make it very easy for anyone to use. This is truly helping La Soupe make a difference in the lives of thousands of children and their families and has had an immeasurable impact on our internal processes.”



About Freshmarx® Intelligent Food Industry Solutions

Freshmarx® solutions solve food-industry challenges related to food safety, efficiency and profitability. Freshmarx solutions include hardware, software, labels, applications and service toward automating cooler temperature monitoring and ingredient-prep and prepared-food labeling, and enabling RFID inventory visibility for restaurant, grocery and convenience stores.

For more information call 800-504-6650, visit averydennison.com/freshmarx or email printersolutions@averydennison.com

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AMERICAS

170 Monarch Lane
Miamisburg, OH 45342
937 865 2123 (direct)
Tel +800 543 6650
(8:00 a.m.–6:30 p.m., EDT)
Fax +937 865 6663

ASIA

No. 7 Chun Ying Street
Tseung Kwan O Industrial Estate
New Territories, Hong Kong
Tel +852 2372 3169
Fax +852 2995 0014

WESTERN EUROPE

1 Thomas Road
Woolburn Green
Bucks HP10 0PE
Tel +(44) 1628 859500
Fax +(44) 1628 859567

ASIA PACIFIC NEW SOUTH WA

61 Vore Street
Silverwater NSW 2128
Tel +(02) 9741 6900
Fax +(02) 9647 1914
Toll free 1 800 224 404



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