



Wednesday, October 05, 2011

## Soupergirl - saving you from hunger one bowl at a time

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Up in the sky, it's a bird, it's a plane - no it's Soupergirl.

Soupergirl has been serving a healthy, steaming bowl of soup that's also kosher in Takoma Park for the past three weeks.

While the storefront is new, the Soupergirl business is a little more than three years old after being founded as a soup delivery and pickup-only business in the summer of 2008 by Sara and Marilyn Polon.

The mom-and-daughter duo, fondly known as soupermom and soupergirl, started the soup business as a way to get involved with the local food movement, something that Sara had been interested in for years.

"I always wanted to have my own business. and I really wanted to do something I believed in," said Sara. "I felt a connection to this business, and I'm a big believer in our product and what we do here."

From two Polons and 30 orders in the first week of business, to 13 employees and 200 orders a week, it's clear that the Polon's vegan soups with locally grown ingredients, which come from 10 area farms and 10 local co-ops, have made a huge impression on the community.

In true Soupermom spirit, Marilyn explained that creating vegan soups that are delicious and healthy is not just a business, but a mission to inspire people to change the way they eat.

"I really believe that we can help people change their lives and inspire them with healthy eating," she said. "Everything here is made from scratch, tastes delicious and is organic and vegan."

While you'll find soups like their best-selling, West African peanut stew and butternut squash soup, you won't find a traditional matzah ball soup on the menu.

"Everyone has a Jewish grandmother who makes the best matzah ball soup in the world," said Sara. "We'd just be setting ourselves up for failure if we tried to compete with that."

The storefront, which Sara wanted to clarify is not a restaurant but a soup shop, is self-serve and sells organic salads and Breadsmith products.

The shop is just one of many goals that the super duo have in mind for the future of Soupergirl.

"Besides getting some sleep after 3 1/2 years, our goal is to expand our delivery zones and online business," she said. "We want to deliver to more places in the Maryland, D.C., and Virginia area and really reach out to the Jewish community."

As far as their logo, the Polon's explained that after days of brainstorming, they came up with Soupergirl because it's humorous.

"The logo worked because everyone laughs when they hear it, and people can relate to us personally, which allows us to form a connection with our customers and keeps them coming back."

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A Soupergirl staple — wheatberry salad.

Photos by Rivka Friedman



An interior shot of Soupergirl, focusing on the soup kettles and restaurant's menu.

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