

Today

RECIPES

BY MEGHANN WINCHELL



ZOUP!: SUPER PREMIUM CHICKEN BROTH DELIVERS HOMEMADE TASTE

All-Natural, Hormone-Free, Gluten-Free, GMO-Free Broth is "Good Enough to Drink"

Southfield, MI – Walking through the grocery aisle filled with box after box of flavorless, ho hum chicken broth, a 20+ year veteran from the soup business decided it was time to up the ante when it came to the quality of chicken broth on the market. Driven and inspired to break the boundaries of taste on retail shelves and develop a broth that in his words "was good enough to drink," founder & CEO Eric Ersher and his team created Zoup! Chicken Broth.

Prepared in kettles using restaurant-quality cooking methods and standards, this traditional, super-premium broth is made in small batches using the freshest and finest ingredients. Bursting with comforting chicken flavor that tastes homemade, Zoup! Chicken Broth is the perfect base for hearty chicken soups and can be used in casseroles, rice or grain dishes, and other recipes that call for chicken broth. It is also low in calories, paleo-friendly / zero carbs, and completely free of hormones, gluten, GMO's, fat, trans fat and saturated fat.

"The world didn't need another chicken broth," shared Ersher. "What it needed was one that tasted better! We've been refining this broth recipe for over 18 years, shortly after getting into the soup business. Zoup!'s clean ingredient deck, exceptional quality, and complex yet balanced flavor, make it unlike anything else you'll find on shelves. It's the broth you'd make yourself if you had the time."

Available in original and low sodium varieties at natural and mainstream markets across the country, Zoup! Chicken Broth is sold in 31 fl oz glass jars to showcase the broth's delicious golden color. The SRP is \$6.95 per jar.



ABOUT ZOUP! FRESH SOUP COMPANY

Zoup! got its start in the soup business as a fast-casual franchise chain of restaurants. The family-friendly locations serve award-winning soups year-round at nearly 100 locations across the U.S. and Canada. Interested in leveraging their industry experience and bringing restaurant quality taste to the retail market, partners Eric Ersher and the Zoup! team set out to create a super-premium broth lineup that was good enough to drink. Made with clean ingredients and featuring homemade taste, Zoup! Good, Really Good™ Broth is currently available at 4,000 retail locations nationwide, including HEB, Weis, Raley's, Albertsons, The Fresh Market, Giant, Kroger, Rouse's, Gelson's, Central Market, Giant Eagle, Fresh Thyme, Safeway and **online**. For more information, visit www.zoupbroth.com. For more information, visit www.zoupbroth.com.

SOUTH OF THE BORDER SHREDDED BEEF

**4 lb beef bottom round or chuck
roast (any netting or string ties
removed)**

**1 C Zoup! Good, Really Good Beef
Bone Broth**

1 large onion, diced

6 garlic cloves, thinly sliced

**1 can (7 oz) chipotle peppers in
adobo sauce (or less if desired),
peppers chopped**

½ t ground cinnamon

1/8 t ground clove

2 t ground cumin

**2 t dried oregano or 1 T chopped
fresh oregano**

1 orange, zested

1 t kosher salt

1 t freshly-ground black pepper

In 5-quart or larger Crock Pot, place beef roast and pour beef broth over roast. Top with remaining ingredients and cook for 8-10 hours on low or 4-5 hours on high. Remove beef from Crock Pot



and, in large bowl, shred with two forks into bite-size pieces. Strain pot liquid and reserve solids and 1 cup liquid and return to pot. Add beef to Crock Pot and stir to incorporate cooking liquid and serve hot.

To serve:

Serve beef simply with rice and a vegetable or try making tacos serving with flour tortillas and your choice of garnishes, such as diced tomatoes,

avocado, lime wedges, sliced radishes, cilantro and queso fresco, or your favorite cheese.

Tip: The flavors of this recipe develop over time so don't be afraid of leftovers, if there are any. Serve with rice and vegetable for a starting meal and then make tacos, tostadas or burritos with the rest later.

Serves: 8-10

QUICK CHICKEN RAMEN NOODLE BOWLS

For the broth:

**12 C Zoup! Good, Really Good
Chicken or Beef Bone Broth**
6 medium carrots, sliced
8 cloves garlic, thinly sliced
1 onion, sliced
½ C thinly-sliced fresh ginger root
2 3-inch cinnamon sticks
8 whole cloves
**3 T reduced sodium soy sauce or
tamari**

To serve:

**2 small chili peppers, such as
jalapeno or Serrano, thinly sliced**
2 t vegetable oil
**4 oz shiitake mushrooms, stemmed
and thinly sliced (about 2 C)**
2 C baby bok choy, sliced crosswise
**½ C sliced bamboo shoots (about
one 8 oz can), drained**
**1 lb fresh refrigerated or 8 oz
dry Chinese (ramen) noodles, cooked per package
directions**
2 C pulled rotisserie chicken meat
2 eggs, hardboiled, peeled and halved lengthwise
¼ C green onions, thinly sliced
1 sheet nori seaweed, cut in half and sliced into ¼-inch ribbons
2 T chili garlic sauce or sriracha, if desired

In large saucepot over medium-high heat, bring broth, carrots, garlic, onion, ginger, cinnamon and cloves to a boil. Reduce heat to simmer and cook for 30 minutes, stirring occasionally. Strain broth, discarding solids, and stir in soy sauce and reserve.

In sauté pan over medium-high heat, cook chili peppers in oil for 4-5 minutes or until skins have blistered and are beginning to char, turning as needed. Remove from pan and let cool.

In same pan over medium-high heat, cook shiitake mushrooms for 2-3 minutes or until lightly browned and reserve. Slice chili peppers in quarters lengthwise and remove seeds and ribs if desired for less intense heat.

Return reserved broth to saucepot and heat over medium-high heat until simmering. Add in shiitake mushrooms, bamboo shoots and bok choy and cook for 1 minute. Gently stir in noodles and chicken and cook until heated through and broth has returned to simmer.

Using tongs, distribute noodles from broth into serving bowls and ladle remaining mixture over noodles and garnish with egg, green onion, peppers and chili sauce, if using.

Tip: Prep broth up to three days ahead and refrigerate until needed. Change it up a bit and try using beef instead of chicken. Thinly slice 1 pound cleanly trimmed beef strip loin and add to hot broth, cooking until desired doneness. Partially freezing beef will help make thin slicing much easier!

Serves: 4



SWEET POTATO, QUINOA AND BLACK BEAN SALAD WITH JALAPENO LIME DRESSING

- 2 lb sweet potatoes, peeled and cut into ½-inch dice**
- ½ t ground coriander**
- 3 T olive oil**
- 1 C quinoa, white, red, black or mixed, rinsed and drained**
- 1/3 C thinly-sliced green onion or ½ C thinly-sliced red onion**
- 2 C Zoup! Good, Really Good Chicken Broth**
- 1 can black beans, rinsed and drained**
- 12 oz baby kale (about 12 C lightly packed)**
- 2 small avocados, sliced**
- 1 8-oz jar roasted red peppers, drained and cut into strips (about 1 C)**
- 1/3 C toasted pepitas (green pumpkin seeds)**

FOR THE DRESSING:

- 1 small jalapeno pepper, seeded and finely minced**
- 2 limes, zested and juiced**
- 2 cloves garlic, finely minced**
- ½ t ground coriander**
- ½ t ground cumin**
- ½ t kosher salt**
- ¼ C olive oil**
- ¼ C Greek yogurt**
- ½ C cilantro leaves, chopped**



For the dressing, in a small bowl, combine jalapeno, zest and juice of limes, garlic, spices and salt and whisk in oil followed by yogurt. Stir in cilantro and refrigerate until needed. In medium saucepot over medium-high heat, bring quinoa and broth to boil. Reduce to simmer and cook, covered, for 15 minutes or until tender and liquid has been absorbed. Remove from heat and reserve, refrigerated. Dressing and quinoa can be prepared up to one day in advance

Preheat oven to 425°. In bowl, toss sweet potatoes with coriander and oil and place on

lightly-sprayed or oiled rimmed baking pan, sprinkling with salt, if desired. Roast in oven for 20-25 minutes or until tender and edges are lightly browned. Hold at room temperature until serving.

In large bowl, combine quinoa, black beans and baby kale, tossing with enough dressing to lightly coat greens. Top salad with sweet potatoes, avocado, peppers and pepitas and serve immediately.

Tip: Top salad with grilled chicken, salmon or shrimp to make a hearty meal.

Serves: 8 small salads or 4 dinner size

WINTER SQUASH SOUP WITH APPLE, SMOKY BACON AND SAGE

8 slices thick-cut smoked bacon
1 (3 lb) butternut squash, peeled, seeded and diced into 1-inch chunks
4 carrots, finely chopped
4 cloves garlic, finely chopped
1 large onion, chopped
2 Granny Smith apples, peeled and chopped, plus extra for garnish
1 T fresh sage, finely chopped, plus extra leaves for garnish
2 t sweet curry powder
½ t ground nutmeg
1 t kosher salt
¼ t white pepper
2 qt Zoup! Good, Really Good Chicken Broth, Chicken Bone Broth or Veggie Broth

Preheat oven to 375°.

Lay bacon flat in single layer, without overlapping, on lightly-sprayed rimmed baking pan. Bake for 14-19 minutes or until bacon has crisped, rotating pan halfway through cooking. Remove bacon from pan with spatula while warm, draining on paper towels and reserve. Pour off fat from pan and reserve.

In large bowl, toss squash and half of reserved bacon fat until evenly coated. Transfer squash to lightly-sprayed rimmed baking pan, in single layer, and bake for 30-40 minutes until tender and lightly caramelized, stirring occasionally for even cooking.

In large pot (6 qt or larger), heat remaining bacon fat over medium-high heat and add carrots, garlic, onion and apples, cooking for 8-10 minutes, stirring occasionally. Add sage, spices, salt and pepper and cook for another 5-10 minutes or until vegetables are softened well. Add cooked squash and broth and bring to boil. Reduce heat to simmer and cook for additional 15-20 minutes for flavors to develop. Purée with immersion blender or regular blender until smooth. If using regular blender, be sure to blend in small batches (half-full), removing center-hole lid of blender and covering with dish towel while blending. Additional broth (or water or apple cider) may be added if thinning is needed. Serve hot, garnishing with apples, sage and crumbled bacon. For a special touch, quickly fry whole sage leaves in oil until darkened and crisp.

Tip: This recipe is easy to make vegetarian if so inclined. Make 'bacon' by tossing thinly-sliced mushrooms or eggplant with a little oil, soy or tamari and smoked paprika and bake on lightly-sprayed baking pan at 350° for 30-45 minutes or until slightly crisped, turning vegetables a few times for even cooking. Bacon fat in recipe may be replaced with your preference of butter or oil.

Serves: 8-10





CORNBREAD STUFFING WITH SPICY SAUSAGE, CHARD AND SAGE BROWN BUTTER

6 C prepared cornbread (1 lb loaf), cubed into ¾-inch chunks

1 lb bulk sausage

1 large onion, peeled and chopped

4 cloves garlic, finely chopped

2 C Zoup! Good, Really Good Broth (any variety)

8 C Swiss chard (about 2 bunches), leaves and stems coarsely chopped

8 T butter, cubed

½ C sage leaves, coarsely chopped

4 large eggs

1 t kosher salt

½ t freshly-grated black pepper

Preheat oven to 375F. Lay out cubed cornbread onto lightly-sprayed or greased rimmed baking pan and bake for 12-15 minutes or until cornbread is golden and crisped, stirring as needed, and reserve.

In large skillet over medium-high heat, cook sausage, breaking up with wooden spoon into coarse chunks, until browned and cooked through. Remove cooked sausage from skillet with slotted spoon and transfer to large mixing bowl. In same skillet, over medium-high heat, cook chopped onion for 5-8 minutes or until slightly translucent. Add garlic and cook for an additional 2-3 minutes, stirring as needed. Deglaze skillet with broth (any flavor is good, I used chicken bone broth) and bring to simmer. Add chard in batches, cooking until just wilted, and pour over reserved sausage.

In same skillet over medium-high heat, melt butter and cook until lightly browned and frothy. Add sage leaves and cook for about one minute or until sage leaves are darkened and lightly crisped. Pour over sausage and vegetable mixture.

In small bowl, add eggs, salt and pepper and whisk until combined. Add to vegetable mixture, stirring to combine, and fold in cornbread. Transfer to glass or ceramic 2-quart baking dish. Bake for 35-45 minutes or until golden and edges crisped. Let cool on wire rack for 15 minutes and serve warm.

Tip: Try using greens such as kale, collards, spinach or mustard greens. Cheese lovers can top with finely-shredded parmesan or your favorite cheese before baking.

Serves: 8