**A close up of a sign

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**Zoup! Veggie Broth Tastes Homemade**

100% Vegan, Restaurant-Quality Broth is Ideal for Cooking

**Southfield, MI** – Move over chicken, it’s time for veggies to take the stage. From the team at [Zoup! Eatery](http://www.zoup.com), which has been serving soup to customers since 1998, [Zoup! Good, Really Good® Veggie Broth](http://www.zoupbroth.com) is a delicious go-to ingredient for plant-based recipes ranging from pastas and grains to casseroles and soups. Kettle-cooked in small batches using restaurant-quality cooking methods and standards, this savory vegan broth is made using the freshest and finest ingredients. Bursting with comforting flavor that tastes homemade, it’s also low in calories, paleo-friendly / zero carbs, 100% vegan, and completely free of artificial ingredients, preservatives, gluten, GMO’s, fat, trans fat and saturated fat.

“As the vegan diet becomes more popular in the mainstream marketplace, we’re seeing an increased interest in our Veggie Broth,” shared Zoup! founder and CEO Eric Ersher. “Home cooks appreciate the product’s clean ingredient list and the dynamic taste the broth brings to their creations. Far more than a substitute for meat-based broth, our vegetable broth provides delicious roasted notes and a complex and balanced flavor that serves as a delicious base for a variety of dishes.”

A welcome change to the typically bland options on the market today, Zoup! Good, Really Good® Veggie Broth is also a perfect base for chilled soups like gazpacho or vichyssoise. The product can be found at [retailers across the country](https://zoupbroth.com/store-locator) in 32 oz recyclable glass jars to showcase the broth’s rich, reddish brown color. The SRP is $6.99 per jar.

**About Zoup!**

Zoup! got its start in the soup business as a fast-casual franchise chain of restaurants. Since 1998, the family-friendly locations serve award-winning soups year-round at nearly 80 locations across the U.S. and Canada. Interested in leveraging their industry experience and bringing restaurant quality taste to the retail market, 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 today available in over [7,000 retail locations](https://zoupbroth.com/store-locator) and [online](http://www.zoupbroth.com/buy). For more information, visit [www.zoupbroth.com](http://www.zoupbroth.com/) and follow @ZoupGoodReallyGood on Facebook, [Instagram](https://www.instagram.com/zoupgoodreallygood/) and [Pinterest](https://www.pinterest.com/ZoupGoodReallyGoodBroth/). For more information about Zoup! Eatery, visit [www.zoup.com](http://www.zoup.com).

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