**A close up of a sign

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**Zoup! Chicken Broth Delivers Homemade Taste**

Original and Low-Sodium Varieties Made Using Restaurant-Quality Cooking Methods and Standards

**Southfield, MI** – Walking through the grocery aisle filled with box after box of flavorless, ho hum chicken broth, 20+ year soup industry veteran and founder of [Zoup! Eatery](http://www.zoup.com) 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, Eric Ersher and his team created [Zoup! Good, Really Good® Chicken Broth](http://www.zoupbroth.com).



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. It is also low in calories, paleo-friendly / zero carbs, and completely free of artificial ingredients, preservatives, 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 refined this broth recipe for over 18 years, starting shortly after getting into the soup business and learning from every restaurant customer we served. 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 [retailers across the country](https://zoupbroth.com/store-locator), Zoup! Chicken Broth is sold in 32 oz recyclable glass jars to showcase the broth’s delicious golden 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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