**A close up of a sign

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**Zoup! Launches Spicy Chicken Bone Broth**

Pepper-Spiced Chicken Bone Broth Joins Lineup of Premium, Flavor-Forward Broths

**Southfield, MI** – Zoup! is bringing the heat to the broth aisle with its introduction of [Zoup! Good, Really Good® Spicy Chicken Bone Broth](http://www.zoupbroth.com). Developed by a 20+ year soup industry veteran and the team behind [Zoup! Eatery](http://www.zoup.com), the new product features the brand’s best-selling chicken bone broth as its base, plus a variety of roasted peppers to give it kick. The skillfully crafted recipe includes red bell, ancho, chili, chipotle, and cayenne peppers to give the broth a deliciously fiery yet sweet flavor, plus onion and garlic is added to keep things balanced.

A bottle of beer

Description automatically generatedLike the original lineup, Zoup!’s Good, Really Good® Spicy Chicken Bone Broth is kettle-cooked in small batches using restaurant-quality cooking methods and standards. Made with the freshest and finest ingredients, it’s also low in calories, paleo-friendly / zero carbs, and completely free of artificial ingredients, preservatives, gluten, GMO’s, fat, trans fat and saturated fat. Possessing the savory, simmered-all-day taste the brand has become known for, this distinctive broth can be easily swapped into recipes that call for traditional broth. So go ahead, take Grandma’s chicken soup to the next level or add a spicy surprise to homemade ramen.

“With over 20 years in the soup business, it’s safe to say we know good broth,” shared Eric Ersher, Zoup!’s founder and CEO. “With this new product, we’ve taken the guess work out of finding just the right combination of spices and created a complex broth that’s perfect for inspiring the creativity of at-home cooks. We can’t wait to see what they create!”

Packaged in 32 oz recyclable glass jars to showcase its rich, golden color, Zoup! Good, Really Good® Spicy Chicken Bone Broth will be available for retailers to carry this spring for an SRP of $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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