**A close up of a sign

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**Zoup! Launches Certified Organic Chicken & Veggie Broth**

New Broth is Made with Clean Ingredients and Bursting with Homemade Flavor

**Southfield, MI** – Zoup!, which has been breaking the boundaries of taste on retail shelves, is introducing two USDA certified organic options to its premium lineup: Zoup! Good, Really Good® Certified Organic Chicken Broth and Zoup! Good, Really Good® Certified Organic Veggie Broth.

Created by a 20+ year soup industry veteran and the team behind [Zoup! Eatery](http://www.zoup.com), the new line is kettle-cooked in small batches using restaurant-quality cooking methods and standards. Made using the freshest and finest organic ingredients, each possesses a richness not often found in premade broth. The organic chicken broth is complex, yet balanced, with a comforting chicken flavor, while the organic veggie broth is 100% vegan and features savory notes of roasted vegetables. The broths are also low in calories, paleo-friendly/low-carbs, and completely free of artificial ingredients, preservatives, hormones, gluten, GMO’s, fat, trans fat and saturated fat. Each serve as a perfect base for hearty soups, casseroles, rice or grain dishes.



Shared Zoup!’s founder and CEO Eric Ersher, “When we first created Zoup! Good, Really Good® Broth over five years ago, our goal was to bring to market a super-premium broth that offered the taste and quality we felt people deserved. Adding organic varieties to our current lineup of clean-label offerings was a natural next step for us, and the simple ingredients and homemade flavor of these new broths make them unlike anything else you’ll find on grocery store shelves.”

Packaged in 32 oz recyclable glass jars to showcase the broth’s rich and full-bodied flavor, Zoup!’s certified organic broths are currently sold at all Sprouts Farmers Market locations and available for retailers nationwide to carry. The SRP is $7.99 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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