**A close up of a sign

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**Zoup! Restaurant-Quality Broth Hits 7,000+ Stores Nationwide**

Premium Natural & Organic Broth Launched by Soup Industry Veteran Touts Homemade Flavor

**Southfield, MI** – [Zoup! Good, Really Good® Broth](http://www.zoupbroth.com), a premium lineup designed to break the boundaries of taste on retail shelves, has successfully signed on over 2,400 new outlets to carry its products. As of fall 2019, Sprouts Farmers Market, Walmart, Hannaford, Stop & Shop, Ingles, and DeMoulas supermarkets now carry skus from Zoup!’s certified organic broth, original broth, and bone broth lineup. This places the fast-growing brand in over 7,000 stores to date. Other retail locations carrying the products include: Cosentino’s, Fresh Thyme, Dorothy Lane, Harmon’s, Hugo’s, Nature’s Own, The Fresh Market, Raley’s, Wegman’s, Albertsons-Safeway, HEB, Weis Markets, Tony’s Fine Foods, and Falls Price Chopper.

Introduced by Eric Ersher, founder of [Zoup! Eatery](http://www.zoup.com), a successful group of soup-differentiated, fast-casual restaurants, Zoup!’s retail offerings consist of Zoup! Good, Really Good® new Certified Organic Chicken Broth, new Certified Organic Veggie Broth, original Chicken Broth, Low-Sodium Chicken Broth, Vegetable Broth, and Chicken and Beef Bone Broth. Since its launch, Zoup! Good, Really Good® Broth has brought better flavor, new consumers, and a higher ring to the once traditional category. The brand was also first-to-market in the super-premium broth category.

Kettle-cooked in small batches and made using only the freshest and finest quality ingredients, Zoup! Broth possesses unforgettable, simmered-all-day taste and was the first broth to be packaged in recyclable glass jars to showcase its delicious golden color. In addition, the products are low in calories, paleo-friendly, and completely free of artificial ingredients, preservatives, hormones, gluten, GMO’s, fat, trans fat, and saturated fat.

Founder and CEO Eric Ersher said, “We’ve brought chef-driven, restaurant-quality, natural and organic broth to retail shelves and the response has been amazing. Once the grocery buyers taste the difference and experience the product’s premium taste, they understand the gap our offerings fill in the category.”

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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