**A close up of a sign

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**Zoup! Introduces Seafood Broth to Premium Lineup**

New Broth Features a Trio of Shellfish and Savory, Homemade Flavor

**Southfield, MI** – Zoup! is expanding its gourmet broth offerings with the introduction of [Zoup! Good, Really Good® Seafood Broth](http://www.zoupbroth.com). Made with the classic crustacean combination of lobster, shrimp and crab, this savory stock captures the fresh-from-the-sea flavors of shellfish and features simmered-all-day taste superior to anything else on supermarket shelves.

A picture containing food, sitting, table, sweet

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Developed by a 20+ year soup industry veteran and the team behind [Zoup! Eatery](http://www.zoup.com), the new seafood broth is kettle-cooked in small batches using restaurant-quality cooking methods and standards. Made using only the freshest and finest ingredients, the balanced broth easily boosts the umami flavor of seafood soups and dishes and is low in calories, paleo-friendly / zero carbs, and completely free of artificial ingredients, preservatives, gluten, GMO’s, fat, trans fat and saturated fat.

Shared Eric Ersher, founder and CEO of Zoup!, “Behind every great soup, there is a great broth, and it’s no secret that the market has been lacking a high-quality seafood option for far too long. For all the home-cooks hoping to make memorable creamy chowders and bisques or robust gumbo and paella, we’re proud to provide for their pantry this seafood stock for all their ocean-inspired creations.”

Packaged in 32 oz recyclable glass jars to showcase its dark and delicious color, Zoup! Good, Really Good® Seafood Broth will be available for retailers nationwide to carry this spring. 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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