**A close up of a sign

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**Zoup! Brings Better Taste to Bone Broth**

Flavor-Forward Broth Delivers Homemade Taste Ideal for Drinking and Cooking

**Southfield, MI** – Before the century-old tradition of drinking bone broth started making headlines, the 20+ year soup industry veteran and founder of [Zoup! Eatery](http://www.zoup.com), had set out to create a bone broth that wasn’t just good-for-you, but tasted good too. Serving customers face-to-face since 1998, Eric Ersher and his team became passionate about creating a flavor-forward bone broth that was both worthy of gourmet recipes and filling a mug. They did just that with the brand’s launch of [Zoup! Good, Really Good® Chicken and Beef Bone Broth](https://zoupbroth.com/).

A close up of a bottle

Description automatically generatedBringing simmered all-day taste to shelf-stable bone broth, the super-premium lineup is kettle-cooked in small batches using restaurant-quality cooking methods and standards. Made using the freshest and finest ingredients and clocking in at 4g of protein per serving, each savory variety is low in calories, paleo-friendly / zero carbs, and completely free of artificial ingredients, preservatives, hormones, gluten, GMO’s, fat, trans fat and saturated fat.

Shared Zoup!’s founder and CEO Eric Ersher, “The bone broth trend is going strong into 2020, and as the category continues to expand, we’re proud to be behind a high-quality option that bone-broth fans can enjoy by the cup and home cooks can embrace in a variety of recipes.”

Zoup!’s Good, Really Good® Chicken and Beef Bone Broth can be found at [retailers across the country](https://zoupbroth.com/store-locator) in 32 oz recyclable glass jars that showcase the broth’s delicious golden or rich brown 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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