**A close up of a sign

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**Zoup! Brings Restaurant Quality to Retail Broth**

Soup Industry Veteran Introduces Kettle-Cooked Broth Bursting with Rich & Balanced Flavor

**Southfield, MI** – As the head of a successful chain of soup-themed, fast-casual restaurants with over 80 locations across the U.S. and Canada, Eric Ersher, founder of Zoup! Fresh Soup Company, would consistently hear from customers, “Why doesn’t chicken broth sold at grocery stores taste as good as what’s served at restaurants?”

It was those inquiries, along with a passion to fill a void in the marketplace, that inspired Ersher to get into the consumer product business. If there’s anything he knew after his 20+ years working in the spice and soup business and serving customers face-to-face since 1998, it was what made a good broth, and not a single product on retail shelves possessed the complex and balanced taste that he believed people deserved. Or, in his words, “was good enough to drink.” Ersher was determined to change this, and his know-how and experience made him an ideal candidate to do so.

Eric and the Zoup! team leveraged the restaurant franchise business to fund the new venture. They invested $500,000 and more than three years of research to create a high-quality broth that was perfectly delicious and shelf stable. To make Zoup!’s Chicken Broth burst with homemade chicken flavor, they prepared it in kettles in small batches using restaurant-quality cooking methods and standards. Using only the freshest and finest quality ingredients, they also designed this super-premium broth to be low in calories, paleo-friendly, and completely free of artificial ingredients, preservatives, hormones, gluten, GMO’s, fat, trans fat and saturated fat. To set it apart from all the boxes and cans on retail shelves, they packaged Zoup! Broth in recyclable glass jars to showcase its quality ingredients and delicious golden color.

By the Fall of 2013, [Zoup! Good, Really Good® Broth](http://www.zoupbroth.com) was sold in its first store in Michigan. After overcoming barriers to entry and learning how to compete in a category with big-budget, Fortune 100 companies, Zoup! steadily gained traction and its products are currently sold in over 7,000 retail locations nationwide, including Sprouts Farmers Market, Walmart, Hannaford, Stop & Shop, Ingles, and DeMoulas supermarkets, among other [conventional and natural food stores](https://zoupbroth.com/store-locator). The company’s retail lineup today includes new certified organic chicken and veggie broth, original and low sodium chicken broth, veggie broth, and chicken and beef bone broth. A new seafood broth and spicy chicken bone broth are also coming soon!

Shared Zoup!’s founder and CEO Eric Ersher, “We feel very fortunate to have the experience of serving soup to customers year after year. It’s those customers and that know-how that led us to develop to Zoup! Good, Really Good® Broth. Our goal was to develop a better-tasting broth that would make it easy for at-home cooks to create soup as delicious as what’s served at restaurants. We refined our broth recipe and proudly brought to retail shelves a premium, flavor-forward, restaurant-quality lineup. The clean ingredient list and homemade taste of Zoup!’s broth makes it unlike anything else on retail shelves, and we couldn’t be more excited for what the future holds with this brand.”

For more information about Zoup! Good, Really Good® Broth, 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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