**A close up of a sign

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**Zoup! Specialty Products Makes the Inc. 5000 List**

Company Behind Zoup! Good, Really Good® Retail Broth Receives Honor for a Second Year in a Row

**NEW YORK, August 12, 2020** – *Inc.* magazine today revealed that Zoup! Specialty Products is No. 1089 on its annual Inc. 5000 list, the most prestigious ranking of the nation’s fastest-growing private companies. Zoup!, which sells premium broths at grocery stores across the country, is being recognized for a three-year revenue growth of 420 percent and is proud to have been featured on the Inc. 5000 list for two consecutive years.

The list represents a unique look at the most successful companies within the American economy’s most dynamic segment—its independent small businesses. Not only have the companies on the 2020 Inc. 5000 been very competitive within their markets, but the list as a whole shows staggering growth compared with prior lists as well. The 2020 Inc. 5000 achieved an incredible three-year average growth of over 500 percent, and a median rate of 165 percent. The Inc. 5000’s aggregate revenue was $209 billion in 2019, accounting for over 1 million jobs over the past three years.

“We appreciate *Inc.* magazine’s effort to recognize privately-held companies such as ours and for helping to validate the journey we’ve been on with Zoup! Broth,” shared Eric Ersher, founder of Zoup! Specialty Products. “We are the only brand in retail with 100+ brick and mortar locations serving millions of bowls of soup, eye-ball to eye-ball each day. It was our restaurant customers that let us know there simply wasn’t a good, really good broth on grocery store shelves, and we made it our passion to fill this void in the marketplace.”

Kettle-cooked in small batches and made using only the freshest and finest quality ingredients, Zoup! Broth possesses complex, yet balanced, simmered-all-day taste. 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 and the first broth to be packaged in recyclable glass jars. Today the lineup includes new Spicy Chicken Bone Broth, new Seafood Broth, Original Chicken Broth, Low-Sodium Chicken Broth, Vegetable Broth, Chicken and Beef Bone Broth, Certified Organic Chicken Broth and Certified Organic Veggie Broth.

A picture containing food

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“The companies on this year’s Inc. 5000 come from nearly every realm of business,” says *Inc.* editor-in-chief Scott Omelianuk. “From health and software to media and hospitality, the 2020 list proves that no matter the sector, incredible growth is based on the foundations of tenacity and opportunism.”

Complete results of the Inc. 5000, including company profiles and an interactive database that can be sorted by industry, region, and other criteria, can be found at [www.inc.com/inc5000](http://www.inc.com/inc5000).

**About Zoup! Specialty Products**

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](https://www.facebook.com/ZoupGoodReallyGood/), [Instagram](https://www.instagram.com/zoupgoodreallygood/) and [Pinterest](https://www.pinterest.com/ZoupGoodReallyGoodBroth/).

**More about *Inc.* and the Inc. 5000**

**Methodology**

The 2020 Inc. 5000 is ranked according to percentage revenue growth when comparing 2016 and 2019. To qualify, companies must have been founded and generating revenue by March 31, 2016. They had to be U.S.-based, privately held, for profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2019. (Since then, a number of companies on the list have gone public or been acquired.) The minimum revenue required for 2016 is $100,000; the minimum for 2019 is $2 million. As always, *Inc.* reserves the right to decline applicants for subjective reasons. Companies on the Inc. 500 are featured in *Inc.*’s September issue. They represent the top tier of the Inc. 5000, which can be found at <http://www.inc.com/inc5000>.

**About Inc. Media**

The world’s most trusted business-media brand, Inc. offers entrepreneurs the knowledge, tools, connections, and community to build great companies. Its award-winning multiplatform content reaches more than 50 million people each month across a variety of channels including websites, newsletters, social media, podcasts, and print. Its prestigious Inc. 5000 list, produced every year since 1982, analyzes company data to recognize the fastest-growing privately held businesses in the United States. The global recognition that comes with inclusion in the 5000 gives the founders of the best businesses an opportunity to engage with an exclusive community of their peers, and the credibility that helps them drive sales and recruit talent. The associated Inc. 5000 Conference is part of a highly acclaimed portfolio of bespoke events produced by Inc. For more information, visit [www.inc.com](http://www.inc.com).

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