

Zoup!

OVERVIEW



THE CONCEPT

Zoup! is the leading fast-casual soup restaurant concept that is defining the category with its award-winning soups and made-to-order sandwiches and salads. Each Zoup! restaurant offers 12 always-rotating varieties of soup daily from its extensive collection of proprietary recipes, each served with a hunk of freshly baked bread. “Something for Everyone” nutritional options include soups that are low fat, vegetarian, dairy free, spicy and made with gluten-free ingredients. Zoup! also offers customized catering for events of all sizes.

THE STORY

Zoup! started with two simple discoveries ITS founders made while building their first company, which made soup and spice mixes for restaurants. That original business gave the partners kitchen-door access to top chefs and managers at hundreds of restaurants. And, it gave them the chance to confirm what they suspected all along. First, that really good soup is hard to find. And, that soup has powerful intangible qualities that elicit feelings of comfort, warmth and well-being for many people.

1997 Inspired by their discoveries and passion for soup, the founders sold their original business, teamed up with a top chef and spent almost two years creating and evaluating recipes. After a painstaking trial-and-error process and hundreds of group tastings, they were ready to introduce their proprietary soups.

1998 The founders opened their first restaurant in Southfield, Michigan (a Detroit suburb) and confirmed what they suspected all along -- that there was a strong demand for the kind of fresh and authentic soup that people love, but seldom have time to prepare.

1999-2002 The company continued to fine-tune its soup recipes and added made-to-order salads and sandwiches to the menu. It also opened five more Detroit-area locations.

2003-2007 Zoup! opened its first franchise location in Ann Arbor, Michigan and began building a support team and cultural foundation for a growing franchise system. In 2007, Richard Simtob, respected franchise executive and entrepreneur, joined Zoup! to guide its continued franchise growth.

2008-2018 Through the hard work of its many committed franchise partners and team members, Zoup! continued to open restaurants in the United States and Canada.

TODAY Fans can enjoy Zoup!’s soup, salad and sandwiches at restaurants throughout the United States and Canada, and the company continues to grow, bringing Zoup! to new markets.

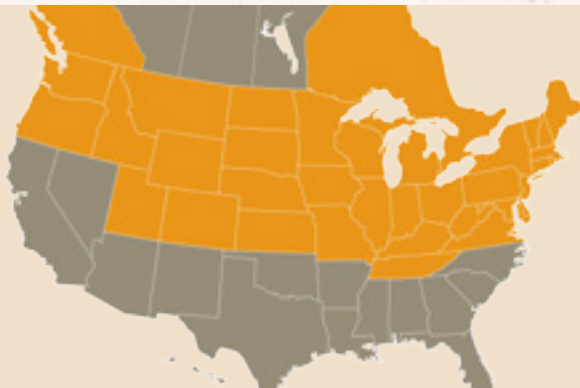
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COMPANY CULTURE

Zoup!'s founder built the business on the belief that the right culture would give the company its ultimate competitive advantage. With this in mind, he and his team developed a set of always-present operating principles for everyone to believe in and act upon. These 14 Zoup!isms include, "Everything Matters," "Find Ways to Say 'Yes,'" and "Reach Out." Today, Zoup!isms and the company's unique culture go beyond creating a great guest experience. They also provide a framework for identifying team members and franchise owners who are a good fit for the organization.



MICHIGAN-BASED ZOUP! HAS MORE THAN 90 RESTAURANTS IN THE UNITED STATES AND CANADA, WITH ADDITIONAL LOCATIONS IN DEVELOPMENT.

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GOOD, REALLY GOOD™ BROTH

After learning that Zoup! fans were frustrated by the lack of really good, fresh-tasting broth available at grocery stores, Zoup! was inspired to sample every broth on the market. What the team discovered was that even with the hundreds of boxed broth brands out there, really good broth – good enough for cooking and drinking – simply didn't exist. To fill this void – and provide home cooks with broth worthy of their recipes – Zoup! created Good, Really Good™, Broths, which are sold at grocers nationwide. For information, including where to buy broth, visit zoupbroth.com.



AWARDS AND PRESS

Zoup!'s unique menu and "Everything Matters" philosophy has earned the company loyalty from fans and recognition by media and industry leaders.

- Zoup! consistently receives accolades from media organizations, including Bloomberg Businessweek, Fast Casual Magazine, Nation's Restaurant News and HOUR Detroit Magazine.
- The company has been ranked on the INC. 5000, an annual list of the fastest-growing private companies for the past 10 years. In a Franchise Business Review Magazine survey of franchisees, Zoup! was rated among the top in franchisee satisfaction.

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BIOGRAPHY



Eric Ersher is Founder and CEO of Zoup! Fresh Soup Company, LLC, a Michigan-based, fast-casual soup concept he founded in 1998. As the top executive of this growing franchise organization, Ersher has overall responsibility for strategic planning, concept evolution, quality and franchise support. He also leads the company's staff in building and protecting the Zoup! brand and shaping the company's culture.

Before creating Zoup!, Ersher owned Michigan Foods, which manufactured and distributed custom spice blends, pre-mixes and prepared soups to chain restaurants. Prior to that, he practiced law in Detroit. He holds a Bachelor of Business Administration from the University of Michigan School of Business and a Juris Doctor from Wayne State University Law School.

Ersher serves on the advisory board of Forgotten Harvest – a leading food rescue organization – and is an active member of the Detroit Entrepreneurs' Organization.

ABOUT ZOUP!

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Fans can enjoy Zoup!'s soup, salad and sandwiches at restaurants throughout the United States and Canada, and the company continues to grow, bringing Zoup! to new markets. For more information, visit zoup.com or zoupfranchise.com.