

Monday, February 2, 2009

Zoup! now offers six soups daily in Oakland Center food court

Having found considerable success in free-standing stores, arenas, large office buildings, food courts and regional shopping centers, Zoup! has opened its first-ever college campus operation in the Oakland Center food court.

"We're very excited about this new opportunity for Zoup!," said CEO and co-founder Eric Ersher. "Not only is it our first license arrangement, it's the first time we've been able to offer health-conscious students and campus employees the fresh, nutritious, convenient and affordable meal they want, in the form of a brand they already know and embrace."

Zoup!'s highly-recognizable brand, simple-to-operate process, high quality and constantly rotating menu were attractive to Andrew Willows, resident district manager for Chartwells Dining Services, a division of Compass Group.

"It's a unique opportunity to do something with a sought-after vendor," he said. "What's more, while Zoup! is now known as a national brand, at least as far as Oakland University goes, it's locally-based, which makes everyone feel good about boosting the local economy in tough times." The operation's changing menu will feature six daily soup offerings.

"For the diner, it's a constantly-changing experience, with a 'something-for-everyone' menu that features delicious and healthful options, including vegetarian, dairy-free, low-fat and gluten-free offerings," Ersher said. "At a place like the Oakland Center, where the same people come for lunch day after day, Zoup! offers visitors tempting new menu choices at every visit."

Zoup! is a Michigan company which celebrated 10 years in business in 2008. Zoup! owns and operates six corporate stores and 14 franchises throughout Michigan, Pennsylvania and Ohio, with new stores coming in Connecticut, Indiana and New Jersey.

SUMMARY

The chain has opened its first-ever college campus operation, which features a simple-to-operate process, high quality and constantly rotating menu.

Created by David Groves (groves@oakland.edu) on Monday, February 2, 2009
Modified by David Groves (groves@oakland.edu) on Monday, February 2, 2009
Article Start Date: Monday, February 2, 2009