

## Zoup! to Open on Oakland University Campus

*The nation's leading fast-casual soup-restaurant chain enters new market with its first college campus location opening February 2.*

SOUTHFIELD, MI (February 1, 2009) – Zoup! is located in free-standing stores, arenas, large office buildings, food courts and regional shopping centers. With proven success in these markets, Zoup! is now poised to enter its newest market: college campuses.

"We're very excited about this new uncharted territory for Zoup!," said CEO and co-founder Eric Ersher. "It's our first foray into a new, ever-expanding realm of license deals that are a perfect fit for our concept."

The college campus market is one area with untapped potential for Zoup!; developing relationships with food service operators like Compass Group, which manages the Oakland Center, will enable Zoup! to segue into similar heavy-traffic outlets like airports, hospitals and other non-traditional food service sectors.

Nearly 15,000 people walk through the Oakland Center daily, according to Richard Fekel, director of the Oakland Center, which is the student union building whose food court will soon include Zoup!. Patrons include students, faculty and staff; complementary businesses run the gamut from bookstores, a credit union, hangout areas for students and other food outlets managed by Chartwells, the campus food service provider which is a division of Compass Group.

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](#). Students, faculty and staff are excited to welcome Zoup! to campus, especially with its changing menu of six daily soup offerings.

"It's a unique opportunity to do something with a sought-after vendor," said Willows. "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."

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.

"In our first decade, we've learned a lot about consumer preferences," says Ersher. "We're a great fit for different venues because Zoup! is a simple business concept, easy to implement and for the end-user it's a constantly-changing, healthful and delicious food option. At a place like the Oakland Center, where the same people come for lunch day after day, Zoup! offers new menu choices at every visit. That's crucial."

As the country's leading fast-casual soup restaurant chain, Zoup! represents the best of Michigan's entrepreneurial offerings.

The Zoup! brand is also a great example for college students interested in pursuing careers in business; as one of 50 companies identified by the State of Michigan to watch in 2008 and a rising star on the Fast Casual Top 100 Movers and Shakers list, Zoup! represents the infinite potential of hard work, innovative vision and a great workplace ethic. Zoup!'s Everything Matters philosophy and colorful visual identity convey the Core Values-driven company culture.

"The quality of the soup, the variety, the brand recognition, it just seemed to be the right thing to do," said Willows. "There's been tremendous excitement – especially since we put up the Coming Soon! signs."

"The response has been overwhelming," said Fekel. "We are looking forward to having Zoup! on campus. It's a great opportunity for our students, faculty and staff."

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Chartwells, a division Compass Group, provides dining services for 230 colleges and universities around the country. Chartwells has been a proud partner at Oakland University since 2002. For more information visit [www.dineoncampus.com/oakland](http://www.dineoncampus.com/oakland) or [www.eatlearnlive.com](http://www.eatlearnlive.com).

Based in Charlotte NC, Compass Group North America is the leading foodservice and support services company with more than \$9 billion in revenues in 2008. With 388,000 associates worldwide, its parent company, UK-based Compass Group PLC had revenues of £11 billion in the year to September 30, 2008. [www.cgnad.com](http://www.cgnad.com)

For more information about Zoup! Fresh Soup Company or to schedule an interview with CEO and Co-Founder Eric Ersher, please contact Lynne Schreiber, (248) 376-0406, or [lynne@yourpl.com](mailto:lynne@yourpl.com).

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Who: Zoup! Fresh Soup Company LLC  
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