

Zoup! North America retains Your People LLC

Innovative community-building communications effort is focus for Michigan business.

FOR IMMEDIATE RELEASE

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SOUTHFIELD, Mich. – Zoup! North America, a Southfield-based fast-casual soup restaurant franchise company, has retained Your People, LLC for public relations and marketing services.

As the country's leading fast-casual soup restaurant chain, with five corporate stores and 14 franchises throughout Michigan, Ohio, Pennsylvania and Connecticut, Zoup! is committed to expanding its business through **savvy and effective community-building marketing and PR efforts**. Your People's strategic business-building formula of relationship-focused communications is perfectly poised to take Zoup! into new markets, new venues and new customer communities.

Under the leadership of Chief Creative Officer Lynne Schreiber, Your People provides multi-generational, multi-platform marketing, public relations and web campaigns. Your People will work with Zoup! to differentiate the brand, create a national identity and communicate its unique, values-driven corporate culture.

"The old ways of marketing and public relations don't work anymore," says Schreiber. "You've got to speak the language of the 21st century as well as you speak the language of the past. This innovative relationship is good for all involved – my company, Zoup!, and of course, the most important people, the customers."

Founded ten years ago on integrity, fresh ideas and a taste for really good soup, Zoup! is driven by an "Everything Matters" philosophy and a commitment to a dynamic menu with 12 soup offerings daily along with award-winning salads and sandwiches. The company message is one of intangible comfort, warmth and well-being.

Nationally, Zoup! leads the soup-restaurant category of the \$157 billion fast-casual restaurant segment, which was anticipated to grow 18% in total revenue in 2008. Zoup's system-wide sales grew approximately 25% annually during the last five years; CEO and co-founder Eric Ersher expects to double the number of stores by the end of this year. Zoup! was named one of the "Top 100 Movers & Shakers" by Fast Casual magazine in 2007 and one of 50 Michigan companies to watch in 2008.

"The best way – perhaps the only way - to grow a business among discerning consumers is to create a lasting connection that inspires loyalty," says Schreiber. "With Zoup!, we are excited to acknowledge the many reasons people flock to Zoup! and to work with such passionate and enthusiastic people. Your People only takes on companies built on authentic values and led by people with integrity."

In working with Your People LLC, Zoup! joins a client roster that includes Hiller's Markets, Yoga Shelter, YogaMedics, the Hiller ALS Center at Wayne State University, Frameable Faces and Hacienda Mexican Foods.

In Michigan, Zoup! has locations in Southfield, Detroit, Ann Arbor, Northville, Troy, Novi, Grand Rapids, Plymouth, and soon on the campus of Oakland University.