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## In the Zoup!

While the Seinfeld-inspired Soup Man came and went in the blink of an eye from downtown Denver, it looks like another soup guy is making his way to town.

[Zoup! Fresh Soup Company](#) is headed to Denver with plans to open three locations in the coming months, with expectations of 10 locations within the next five years.

Bill and Matt Garrett have a three-franchise deal to develop in Denver. They are currently scouting locations, said spokesman Chad Nason of Fishman Public Relations, and plan to open the first location in eight months.

"In good times and bad, soup carries powerful and intangible qualities that provide comfort and promote a genuine sense of well-being for many people," said Eric Ersher, founder and managing partner of Zoup!, in a statement. "We look forward to feeding the local appetite with one-of-a-kind soup creations consumers love, but wouldn't make at home."



Zoup! creates [hundreds of different soups](#), rotating 12 varieties daily that include at least one low-fat, vegetarian, dairy-free and spicy option. Zoup! also serves salads and sandwiches.

Founded in 1998 and based in Southfield, Mich., Zoup! currently has 24 restaurants in six states.