

# CINCYBIZBLOG

## New Soup Restaurant Coming To Cincinnati

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*The fast-Casual Zoup! concept offers 12 daily choices of soup.*

I'll admit that this hot, muggy July day might not be the best time to bring you this news.

But a new fast-casual restaurant concept is coming to the Greater Cincinnati area: Zoup! Fresh Soup Co.

Trust me, in a couple months you'll be much more excited about hunkering down in front of a steaming bowl of lobster bisque.

The Southfield, Mich.-based company has signed a local franchisee, Coy Compton, who plans to open as many as three of the Zoup restaurants in Greater Cincinnati. Right now, he's scouting locations in

downtown, Clifton, Northern Kentucky and the city's northern suburbs. He's hoping to open the first Zoup by November and then add additional restaurants over the next three years. The stores are roughly 1,800 square feet to 2,400 square feet and employ a staff of seven to 10, Compton said.

"When you walk into a Zoup location, you get that warm fuzzy feeling, you get the feeling of home," Compton said. "The food is comfort food, and the soups are some of the best soups I ever had."

Compton is new to the restaurant industry, having run businesses in Greater Cincinnati's construction services field up till now. But he's excited about the opportunity to try something new, especially considering the impact the recession has had on the local construction industry.

"What I found when I was tasting the soups is that you find that your mind will take you back somewhere else. It reminded me of some of the things my grandmother used to fix," he said.

This is a man who clearly loves his soup.

The Zoup concept has a roster of about 200 varieties, of which the restaurant offers 12 daily choices. The menu includes low-fat, vegetarian and dairy-free soups, as well as the traditional kinds, all in the \$5 to \$7 range. The restaurant offers salads and sandwiches, as well.

Zoup has about 25 franchise restaurants in Michigan, Indiana, Ohio, Pennsylvania, New Jersey and Connecticut and is looking to add about eight more over the next five years, according to a press release.