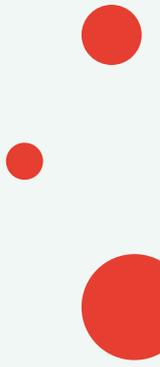




zwup
taste of good life



love for good life



Yes, we want to live a good and beautiful life. And this comes from small, day by day things. A smile in the morning, planning the next steps. A warm wish, for someone who matters. Success. A good meal, with the favourite flavours. A book, a glass of wine, a wise piece of advice, the right people beside us.



The comfort to feel joy. The savvy to make all these possible.

a new product on the shelves? why?

The journey to the life we want starts in our mind and soul. But we make it possible using the right things. So good life starts in the stores, as well. Do we easily and rapidly find what we need? Then everything is perfect. Are we searching in vain, are we disappointed, do we have to make compromises? Then we maybe give up hope, but we also give up the unhelpful, wrong places.



Yes, a new product should certainly reach the shelf, if it is good, it answers a need, it meets an expectation and mostly, if it makes people happy.



zwup – the product that completes the shelf



ZWUP is a premium bone broth, exclusively made with organic ingredients, using traditional methods of preparation and preservation. No chemical, synthesis elements are added in the recipe. Even more, the special sterilisation process that ends the production flow allows preserving the broth without losing or diminishing the nutritional content.

ZWUP is an essential cooking base for preparing cream soups, sauces and gravies, stews, risotto and other complex dishes. A single product with 3 outstanding advantages:

- it enhances the flavour of the food,
- it adds valuable nutrients,
- it simplifies and shortens the cooking process.

Bone broths are intensively used in many countries and their healing benefits are promoted by nutritionists and doctors, being subject of informative or scientific books and articles.

ZWUP is the best version of a bone broth, providing the highest quality level of its category and meeting all the customers' expectations. Driven by passion, dedication and responsibility, the producer's team relies on the traditional recipe with natural ingredients and on a state-of-the-art factory, to meet these premium standards.

ZWUP is a high-quality and reliable product. It is useful, necessary and affordable.

Therefore it successfully completes the offer of any food store shelf.

zwup – taste of good life

The food we cook is a signature: it shows who we are and how we like to live our life. Whether we cook out of passion or obligation, because we enjoy it or we have to, the effort we make in the kitchen and its result are equally important.

ZWUP provides precious support and helps us cooking easier, better and more rapidly. Made with love and care, based on natural ingredients and slowly cooked, ZWUP is the ultimate bone broth. It is ready to be added in our recipes, to offer unique flavour and healthy complexion to our special dishes.

ZWUP is the broth that simply makes our life better.



zwup – premium quality at hand



product:
Chicken / Beef bone broth

descriptor:
Cooking base

ingredients:
Chicken / beef bones, water, carrots, parsley,
onion, iodised salt.
It does not contain any colouring agents,
preservatives or flavour enhancers.

production flow:
Product exclusively obtained from natural
ingredients by long slow boil (of over 12 hours)
and preserved by sterilisation (following a
traditional method). 100% Romanian product.

storage:
Should be kept at 2-6 °C.

expiration date:
90 days shelf life from the date of production,
before opening the jar;
lasts 48 hours after opening it.

packaging:
Glass jars with lids;
net weight of 300 g and 650 g.

shelving:
In refrigerated shelf or showcase
(cool storage)

zwup – good food for a good life

A new, premium and friendly product deserves creative and bold support to reach its customers and then to define an attitude.

That is why ZWUP will become more than a well-known trademark. ZWUP world will enhance our culinary abilities and curiosities towards a better and healthy lifestyle. And ZWUP journey will lead us towards becoming our best selves, whatever this means for each of us.

ZWUP simply makes our life better!

To do so, various communication projects and advertising campaigns will consolidate ZWUP presence, message and mission, bringing good people, good ideas and good food together.



taste of good life



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