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FOR IMMEDIATE RELEASE

Lollicup Fresh opens new location at UCLA

LOS ANGELES, CA (Sept. 22, 2016) – Lollicup® Fresh is excited to announce the opening of a new location at UCLA in Ackerman Union. The new boba tea shop officially began operations Thursday, Sept. 22. at 9 a.m.

This new location features a drink-only menu created with busy students in mind.

Alan Yu, Lollicup Fresh CEO and UCLA alumnus, said opening up a store at his alma mater is very exciting and is something he has worked toward for several years.

The Lollicup Fresh at UCLA is the first to open under the company's new franchising program. In congruence with this program, Lollicup Fresh has rebranded for a fresh atmosphere and a new outdoorsy, café-style look.

The new concept also brings forth new interior design, featuring earth tones, wood elements and an overall rustic appearance.

Lollicup Fresh is a new take on the traditional Lollicup brand, combining tasty classics like its signature boba milk tea with a new environment.

Lollicup Fresh franchising is a great opportunity for hopeful business owners to become their own boss in an industry that has grown to be very popular in the United States over the past decade.

Lollicup franchising is dedicated to the success of its franchisees. Giving new Lollicup Fresh team members proper support, training and flexibility, is essential to the company's success and to create positive morale.

About Lollicup Fresh

Based in Chino, CA, Lollicup Fresh is the new evolution of Lollicup Coffee & Tea, serving milk and tea based beverages complemented with tasty, chewy add-ons and addictive Asian snacks. Lollicup Fresh prides itself on continuously providing quality products with a great experience to its customers. For more information or inquiries, contact marketing@lollicup.com.