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FOR IMMEDIATE RELEASE

Lollicup® Riverside to soon have new look

RIVERSIDE, CA (Jan. 8, 2016) - Lollicup has announced that it is beginning a new chapter with the launch of its brand new look. The new look will be unveiled at the Grand Reopening of Lollicup® Fresh Riverside. The store, which closed for construction Dec. 14, 2015, will bear an entirely new atmosphere to the classic brand.

The business has also officially rebranded from Lollicup® to Lollicup® Fresh; the company's new and enhanced vision for its retail locations.

Lollicup® Fresh was established to bring in a new generation of customers. The Lollicup brand has become a classic to many of its fans, and is remembered by many as a popular hangout and eatery for the youth of the early 2000s. It is a pioneer of the United States bubble tea industry and has continued to thrive over the years.

Since a lot has changed since 2000, the company felt it was time for the stores to undergo a renovation. It is important to the company that Lollicup®'s food and beverage options remain classic. The update to the brand is intended to mix old with new, by replacing its old color scheme and style with something fresh.

The new design for Lollicup Fresh will feature earthy greens and raw wood textures throughout the stores. Lollicup® Fresh's new look channels an outdoorsy, rustic feel with a modern twist. Piping, metal and oak woods are some of the materials that will be used to bring in a new ambience that reflects more on the business' updated vision.

The new and improved boba tea shop will officially reopen Monday, Jan. 11 with a special buy-one-get-one milk tea deal for its customers. This offer will run through Jan. 15.

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.