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FOR IMMEDIATE RELEASE

Lollicup Fresh to remodel and reopen West LA location

LOS ANGELES (April 13, 2017) -- Lollicup Fresh® is excited to announce that it will begin the remodeling of its West Los Angeles location on Sawtelle Blvd.

Through this remodel, the popular bubble tea shop will officially transition from being Lollicup® West LA, to Lollicup Fresh.

The store will shut down for construction from April 14 to April 24, as it undergoes an extensive update to its look.

Inspired by green, fresh-looking elements, the company is modeling this location's décor after its Riverside location; with warm earth tones and bright greens creating a serene and welcoming environment. The new design also accentuates the reimagined branding for Lollicup tea shops.

Some of the major highlights include the installation of new outlets to make it easy for customers to charge phones, laptops and other electronics. Upgrades to the store's existing seating, as well as the addition of new seating, are also great new features of this remodel.

This remodel comes during a time of growth for the brand. In March, Lollicup Fresh launched a specialized beverage menu, featuring drinks like the newly popular "Sweet Sunset," "Tiger Stripes," "Snow Crunch" and more. These drinks are a new take on some of the more traditional bubble tea drinks.

Lollicup Fresh West LA will hold its soft opening on April 26. The official grand reopening will be held two days later, April 28.

Lollicup Fresh West LA will offer customers a \$1 boba milk tea deal during the grand opening, as well as photo opportunities with the company's mascots. Customers can get a free T-shirt when they buy any large drink from April 26 to April 28.

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.

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