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FOR IMMEDIATE RELEASE

\$5 Fridays offers meal deals at ASUCLA Restaurants once again

First commencing in January 2023, ASUCLA Restaurants' popular \$5 Fridays is back for the winter quarter with a range of new \$5 deals at select locations on campus every Friday.

Los Angeles, Calif., Jan. 12, 2024 – A Bruin favorite is back and better than ever, for only \$5. No, it's not a submarine-sandwich footlong; it's [Associated Students UCLA](#) (ASUCLA) Restaurants' \$5 Fridays. Returning from the fall quarter with all new specials, \$5 Fridays is offered at select ASUCLA Restaurants locations for the choice of a menu item at the discounted price of \$5.

Across ASUCLA Restaurants on campus, \$5 Fridays can go a long way. This quarter, Bruins can look forward to a hot chicken pesto panini at Café Synapse, any breakfast sandwich with an any-sized brewed coffee at Kerckhoff Coffee House to kick off the day, a Burrito Supreme Combo at Taco Bell for a mid-day meal, and many more — all for \$5 on Fridays.

"We invite all Bruins to fuel their Fridays this quarter with specials that are your same ASUCLA Restaurants' favorites, for only \$5," said Cindy Bolton, director of ASUCLA Restaurants.

First launched in winter quarter 2023, \$5 Fridays items rotate on a quarterly basis at select ASUCLA Restaurants locations so Bruins have something new to look forward to during each term. The \$5 Fridays program is valid on Fridays throughout the 2024 winter quarter, at participating ASUCLA Restaurant locations (full list of specials above), and cannot be combined with any other deal and online order.

Find ASUCLA Restaurants hours and menus [here](#). For future updates about ASUCLA Restaurants specials and new food additions, follow [@asucla](#) on Instagram.

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About ASUCLA:

Founded in 1919, Associated Students UCLA (ASUCLA) is a nonprofit association that drives vitally essential student services and activities throughout the UCLA campus. ASUCLA boasts the largest college store in the U.S., an extensive food program, UCLA® brand licensing programming through UCLA Trademarks & Licensing, and other services and programs that include student government and student media, which significantly enhances the quality of UCLA's campus life. For more information and to stay connected, follow [@asucla](#) on Instagram or visit asucla.ucla.edu.