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FOR IMMEDIATE RELEASE

Newly launched Anderson Café Coffee Subscription offers up to 49% off daily Starbucks coffee

Subscribers can purchase any of the three available plans, valid for 30 drinks and unlimited daily use at Anderson Café

Westwood, Calif., Feb. 4, 2022 – A newly launched subscription service at Anderson Café, located in the Anderson School of Management, is offering coffee lovers the best bang for their buck as Bruins can get up to 49% off their daily coffee based on plan choice.

Launched on Jan. 31, the Anderson Café Coffee Subscription is valid for 100 days after an initial subscription purchase and is good for 30 drinks. The plans do not limit the number of drinks one can redeem per day.

“ASUCLA Restaurants is excited to bring this concept to fruition as it was one of several Anderson Strategy Group suggestions,” said ASUCLA Restaurants Operations Manager Laura Ortiz. “It’s a way to bring another service to the campus, enhance guest engagement and show our customer appreciation to the Bruin community.”

Those interested can purchase any subscription plan — or all three — valid only at Anderson Café, which has proudly served Starbucks coffee as an ASUCLA Restaurant since 2019. At \$65, the Bruin Barista plan offers access to any tall, handcrafted barista drink from the full Starbucks menu, which amounts up to a \$134 value. The Bruin Brew plan, which totals up to a \$68 value, includes any tall, brewed Starbucks coffee; dispensed tea; or soda for a subscription of \$40.

For a more eco-friendly option, the Bruin Refill plan is set at \$35, which offers any brewed Starbucks coffee, dispensed tea or soda with the use of any refillable mug — up to a \$60 value.

Bruins interested can join the subscription program at any Anderson Café register. Upon purchase, a redeemable card will be issued: gold for Bruin Barista, blue for Bruin Brew and green for Bruin Refill.

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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 about ASUCLA, visit asucla.ucla.edu.