



ASUCLA Media Contact:
Christina Manuel
ASUCLA Communications Specialist
(310) 794-8828
cmanuel@asucla.ucla.edu

ASUCLA Restaurants Contact:
Cindy Bolton
ASUCLA Restaurants Director
(310) 206-0747
cbolton@asucla.ucla.edu

FOR IMMEDIATE RELEASE

Enjoy Peet's Coffee, now at Café 451 and Jimmy's Coffeehouse

Peet's Coffee began brewing at Café 451 and Jimmy's Coffeehouse on Sept. 29, joining the ASUCLA Restaurant coffeehouse locations of Southern Lights Café and Café Synapse.

Los Angeles, Calif., Sept. 29, 2023 – Get ready to perk-up your day with [Peet's Coffee](#), now brewing at the [Associated Students UCLA](#) (ASUCLA) Restaurant coffeehouse of Jimmy's Coffeehouse, and coming soon to Café 451 on Oct. 2. These locations join the ASUCLA coffeehouses of Southern Lights Café and Café Synapse, which are already serving Peet's Coffee

A standard at Peet's Coffee, each and every batch of coffee beans are hand-roasted and delivered directly to ASUCLA Restaurants for the freshest, fullest flavor possible. Bruins can enjoy freshly crafted beverages ranging from cappuccinos, lattes, hot-and-cold brews and a variety of seasonal drinks on a rotating basis.

"Peet's is so honored to be part of UCLA," said Nannette Richardson, senior director of Channel Marketing. "Whether you're dashing to an 8 a.m. or just need an immediate Cold Brew Oat Latte, we now will have more locations on campus to help you caffeinate."

To celebrate the launch of Peet's Coffee at Café 451 and Jimmy's Coffeehouse, join ASUCLA Restaurants on Sept. 29, National Coffee Day, to sample coffee and for a chance to win Peet's Coffee prizes of bucket hats, stickers and more. This giveaway game is open to all members of UCLA community, one entry per person.

"We are pleased to announce the addition of Peet's Coffee to Café 451 and Jimmy's Coffeehouse, enhancing our commitment to delivering exceptional coffee and food services," said Cindy Bolton, director of ASUCLA Restaurants.

To stay up-to-date with new additions to ASUCLA Restaurants, follow [@asucla](#) on Instagram. For more information about ASUCLA Restaurants and updated operating hours, please visit the hours [webpage here](#).

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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.