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FOR IMMEDIATE RELEASE

Reduce coffee cup waste with Kerckhoff X Reuzzi Dine-In Mug

Eliminate single-use cup waste at Kerckhoff Coffee House by checking out a dine-in mug for your next coffee or tea through the Reuzzi app.

Los Angeles, Calif., May 30, 2023 – Help set a more sustainable future at Kerckhoff Coffee House with your next cup of Joe by participating in the Kerckhoff X Reuzzi Dine-In Mug program.

Newly launched to minimize single-use cup waste, the Kerckhoff X Reuzzi Dine-In Mug program offers guests the option to check-out a reusable ceramic mug for each sit-down beverage purchase at Kerckhoff Coffee House. Considered a soft opening, the program will go live during weekday evenings beginning at 5 p.m. and all-day during weekends when customers can dine-in longer during non-peak hours.

This initiative was brought to life by the [Undergraduate Students Association Council \(USAC\)](#), [USAC Facilities Commission](#) and ASUCLA Restaurants, an enterprise of [Associated Students UCLA \(ASUCLA\)](#), to further efforts in environmental sustainability at ASUCLA coffeehouses.

“The dine-in mug program is especially exciting because it promotes sustainable change on a systemic level,” stated Taylor Sieverling, USAC Sustainagoals Project Director. “By making our infrastructure at UCLA more sustainable, we increase accessibility to environmentally-friendly practices for all students. We hope that Bruins find it easier to reduce their waste footprint all while enjoying a cute, student-designed mug!”

Place a dine in-order at Kerckhoff Coffee House and request the specially designed Reuzzi ceramic mug. The mug may then be checked out via the [Reuzzi](#) app. Simply order a beverage, scan the QR code on the cup through the app to use it, then sit back, sip and enjoy.

Return the mug to the designated spot in the coffeehouse — the alcove area in front of the barista station — and follow the instructions in the app to check it back in.

ASUCLA Restaurants will monitor and assess the success and guest favorability of the Kerckhoff X Reuzzi Dine-In Mug pilot program. Data collected during the trial period will help determine how to implement this innovative practice at other ASUCLA coffeehouses in the future.



“This project initiated in 2019 and was put on hold due to the pandemic,” said ASUCLA Special Events Division Manager Raidis Maypa. “We are thrilled that this initiative will finally come into fruition and we can be a part of providing more sustainable options for the Bruin community.”

For those who need to take their coffee on the go, sustainable options are still available. Implemented in October 2021, all ASUCLA Restaurants utilize food packaging, cutlery and cups made of compostable paper or fiber products, eliminating packaging made with bioplastics altogether.

The idea behind the Kerckhoff X Reuzzi Dine-In Mug program was formulated in 2019 by then-USAC Facilities Commissioner Lily Shaw as a part of a broader plan to replace single-use containers at UCLA with reusable options. According to USAC, Shaw’s work helped fund student-led sustainability projects, brought accessibility to UCLA student governments and founded the Disabled Student Union. Artwork on the mug was created by UCLA student Yua Watanabe.

[Download the Reuzzi app here](#) and skip the single-use cup waste on your next Kerckhoff Coffee House order.

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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.