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**TROJAN FARMERS MARKET TAKES ROOT
AT THE UNIVERSITY OF SOUTHERN CALIFORNIA- REOPENS ON
WEDNESDAY, AUGUST 27, 2014**

LOS ANGELES, California, USA (August 25, 2014) – After a successful first year, USC Hospitality’s Farmers Market has become an anticipated weekly event on the USC campus. One of the department’s goals last year was to design and execute a Farmers Market to support the university’s residential college environment and solidify the vision of bringing a market on campus for students. The market will reopen for the fall semester at 11AM on August 27th in McCarthy Quad.

Shoppers can expect to see a wide variety of vegetables and seasonal fruit from local farmers, tasty snacks perfect for late night study sessions and office munching as well as delicious hot food selections for lunch on Wednesdays. Campus partners, like the Office of Sustainability, the USC Credit Union, Athletics and others will be in rotation to promote their services and events. Corporate partners will continue to have a consistent presence as well. Coca-Cola will be bring their “Share a Coke” kiosk to the first market to customize cans of Coke for Trojan guests. Other brands, including Zico, Honest Tea and Core Power will create fun activities for shoppers in upcoming weeks. USC Hospitality will occupy its regular spot to showcase dining venues with sampling and promotional offers.

Later in the fall, shoppers will be able to purchase items at the market using the mobile app provided by Tapingo. Shoppers will also have an opportunity to win a market basket of produce each week. Please stay connected to the USC Hospitality Facebook page for more info on upcoming additions and shopping enhancements.

The fall 2014 dates of the Trojan Farmers Market can be found on the USC Hospitality Facebook page at <https://www.facebook.com/uschospitalityfan#!/uschospitalityfan/events>. For more information on USC Hospitality and all things food at USC, please visit hospitality.usc.edu or contact the Marketing Department at 213.821.5707.

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About USC Hospitality

USC Hospitality is a division of USC Auxiliary Services at the University of Southern California, one of the nation's premier research universities. USC Hospitality operates over 30 food and beverage venues on the University Park Campus, Health Sciences Campus as well as two off campus venues and offers full-service catering. A unique mix of nationally recognized, locally acclaimed as well as innovative self-branded concepts consist of full-service restaurants, residential dining restaurants, cafes, retail dining concepts, vending and full-service catering supports the food and beverage needs of the university community. For more information, please visit hospitality.usc.edu.

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