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## USC Hospitality Opens its Newest Cafe Featuring Asian Inspired Cuisine at Fertitta Hall

**LOS ANGELES, California, USA (August 17, 2016)** – The Jill and Frank Fertitta Hall will open in time to greet USC students for the first day of classes on Monday, August 22, 2016. The new building is conveniently located on the corner of Figueroa & Exposition and expands the Marshall School of Business facilities for undergraduate students. Nestled adjacent to an open student lounge, a self-developed concept of the USC Hospitality Group will feature Asian inspired cuisine and a unique new dining experience for the campus community. The café will officially open on Thursday, August 18<sup>th</sup> and is expected to be a new campus favorite soon thereafter.

Guests will encounter a delectable variety of cuisine from all over the Asian continent. The culinary team, has worked on menu development for the past year and has proudly engineered restaurant quality, authentic foods found internationally and in Los Angeles neighborhoods. With a menu consisting of Pho, Ramen, Bahn Mi, Dim Sum, Shumai and many more favorite Asian dishes, the café caters to guests' sophisticated and cultured palates. Guests will also have a choice of tasty rolls handcrafted by our skilled sushi chefs. Earlier this year, we introduced our Food Philosophy which outlines 14 specific experience principles that guide menu creation, sourcing and execution in USC Hospitality venues. In keeping with the philosophy, the menu at the café encompasses chef driven menus with transparent products, fresh and seasonal, both local and global.

This dining capital of eclectic flavors and cultures is a pleasing blend of professional sophistication and upscale comfort. Award winning architectural firm, AC Martin, collaboratively designed the café with Marshall Administration and USC Hospitality executives to create a flow that would transition well for guests and maximize efficiencies for the operators. The space is anchored by a twelve-seat sushi bar that is visible from the lobby and expands the area for networking and dining. The bold colors and artistic signage add to the ambiance. The dining venue was created with Marshall's students and faculty in mind. Not only is the café a place to dine and refuel, but it makes for an ideal meeting place. With a classy ambience, it has the capacity to become the "home base" for students' to converse and collaborate on their next group project or peaceful study spot for a final exam.

For more information on USC Hospitality, please visit [hospitality.usc.edu](http://hospitality.usc.edu) or contact the Marketing Department at 213.821.5707.

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## **About the USC Hospitality Group**

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 and manages the Radisson Hotel at USC, over 40 food and beverage venues on the University Park Campus and 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](http://hospitality.usc.edu).

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