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## USC Hospitality Partners with Sprinkles for the first Cupcake ATM on a University Campus

**LOS ANGELES, California, USA (August 19, 2016)** – The University of Southern California will unveil the first Cupcake ATM on a university campus on the first day of classes, Monday, August 22, 2016. The machine will be located in the center of campus on the façade of the USC Bookstore on Childs Way. The partnership between USC Hospitality and Sprinkles Cupcakes is sure to please sweet-toothed Trojans with 24/7 access to the iconic treats from the world’s first cupcake bakery.

Sprinkles Cupcakes have been a long-standing favorite on the USC campus. Procured often by student organizations and university departments for catered events, Sprinkles brings a smile and a rush of eager eaters looking for their favorite flavors. There will be no need to rush, the USC Cupcake ATM can hold up to 800 cupcakes and will feature a wide variety of flavors as well as specialty cupcakes to accommodate those with dietary concerns. To ensure freshness, the machine will be restocked multiple times throughout the day with cupcakes baked a mere three miles away from the company’s FIGat7th shop. This supports the USC Hospitality Group’s goal of local sourcing and presenting the community with the freshest food products possible. Additionally, Executive Chef Eric Ernest sites more alignment with the department’s food philosophy in that the cupcake recipes are chef driven, transparent products with no preservatives or fillers.

“We thought we were pretty cool when we introduced the Burrito Box concept a few years ago – that was another first,” says Kris Klinger, AVP of Retail Operations with Auxiliary Services. “The Sprinkles Cupcake ATM will elevate our vending program to a whole new level. We are honored that Sprinkles is entrusting us with their first standalone ATM, not attached to a Sprinkles bakery. Based on initial feedback from the community, we expect it to be well received by those who want a sweet treat.”

Many festivities are planned during Welcome Week to introduce the new experience to the USC community including a grand opening celebration on Monday, August 22<sup>nd</sup> at 10AM at the cupcake ATM. Special guests include former USC quarterback and Alum, Matt Leinart, student officers and more! On opening day, ten gift cards valued at \$100 will be hidden in random boxes inside the Cupcake ATM, courtesy of Sprinkles Cupcakes. Students, Faculty and Staff are invited to enter to win a chance to pull the first cupcake. Visit our Instagram page at [https://www.instagram.com/eat\\_at\\_usc/](https://www.instagram.com/eat_at_usc/). 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 Sprinkles**

Sprinkles Cupcakes opened “the world’s first cupcake bakery” in Beverly Hills, as reported by the Food Network, and is credited by the Los Angeles Times as “the progenitor of the haute cupcake craze.” Founded by Candace Nelson, judge on Food Network’s hit show “Cupcake Wars,” and husband Charles, Sprinkles has inspired long lines of devoted Hollywood stars and serious epicureans alike. From Tom Cruise to Oprah Winfrey, Blake Lively to Ryan Seacrest, celebrities are abuzz about Sprinkles! Baked fresh in small batches throughout the day, Sprinkles Cupcakes are handcrafted from the finest ingredients and contain no preservatives, trans fats or artificial flavors. Sprinkles has 20 locations nationwide, a traveling Sprinklesmobile - the world’s first cupcake truck, and sells its cupcake mixes at over 250 Williams-Sonoma stores throughout the US and Canada. In 2012, Sprinkles debuted the world’s first Cupcake ATM and continued its foray into classic American desserts with the launch of Sprinkles Ice Cream. For additional information and a list of future locations, please visit [www.sprinkles.com](http://www.sprinkles.com)

### **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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