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USC’s Health Science Campus Gets to DRNK & QWENCH!

LOS ANGELES, California, USA (February 1, 2017) – A new dining concept, QWENCH juice bar, joined the portfolio of dining options available to the Trojan Family and HSC community this semester. Located on the lobby level of the Zilkha Neurogenetic Institute near the corner of San Pablo Street and Eastlake Avenue, the new QWENCH juice bar is convenient for students, staff and visitors at the nearby hospitals, medical centers, administrative offices and residents of student housing. The menu features nutritious, handcrafted superfood smoothie blends & juices, antioxidant rich Acai bowls plus DRNK coffee + tea’s extensive food selection, freshly baked goods and signature organic coffees and teas.

The vision at QWENCH juice bar is simple. It reflects a perfect balance of genuine health and incredible taste via a diverse selection of raw squeezed juices, nutrient dense smoothie blends, infused with superfoods (not powders or concentrates) and handmade organic Brazilian super fruit Acai bowls. Freshly made Greek Yogurt Bowls, topped with powerful Superfoods round out the innovative approach to today’s modern juice bar.

The conversion from Einstein Bros. Bagels to QWENCH juice bar was an easy choice for AVP of Retail Operations, Kris Klinger. After discussions with key stakeholders, the decision was made to bring in a dual brand model that would address the expressed needs of the community and to support the department’s Food Philosophy. Kris adds, “QWENCH offers a variety of popular, healthy and delicious options that are a great fit for the Health Sciences Campus.”

Further enhancements will launch in February with the addition of Tapingo for advance mobile ordering and a delivery option for meetings and events that will be available online through USC Express Catering. For more information on USC Hospitality, please visit hospitality.usc.edu or contact the Marketing Department at 213.821.5707.

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About DRNK coffee + tea and QWENCH juice bar:

A team of well tenured multi-unit operators created both DRNK and QWENCH. Having successfully developed and operated brands with 5 internationally recognized food franchises, they understand the needs of the franchise partner. Most importantly, they have absorbed the positive methods practiced by those concepts and learned what works (and what doesn't). They are focused on brand growth, profitability and support while delivering innovative and delicious products. More info at: www.drnkqwench.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.

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