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**FERTITTA CAFÉ REACHES SUSHI PRODUCTION MILESTONE
Over 1,200 Orders in One Day!**

LOS ANGELES, California, USA (April 10, 2017) – Tuesday, April 4, 2017 was a milestone day for Jim Ellis as he celebrated his tenth year as dean of the USC Marshall School of Business at the University of Southern California. It also marked a day of record sushi production at Fertitta Café. Dean Ellis’ namesake sushi roll was made available to members of the Marshall Community pushing production 384% over customary levels since the venue’s opening on August 22, 2016.

The Dean Ellis Roll is one of fourteen menu options at the walk-up sushi bar at Fertitta Café and features salmon, cucumber topped with melting sauce and sriracha powder. Anticipating a large turnout, production began prior to the café’s regular opening time of 11AM to meet the elevated demand. The Marshall Community came in full force, keeping the sushi chefs, cashiers and management team on their toes. While waiting in line, many sent anniversary wishes to Dean Ellis using a special Snapchat filter created by USC Hospitality in his honor. Kris Klinger, AVP of Retail Operations of Auxiliary Services, was pleased to see the huge turnout. “This is a great day for Dean Ellis and we are proud to serve the Marshall community” says Klinger who also earned an Executive MBA during Dean Ellis’ administration. “They have been great partners and we look forward to providing craveable, healthy and socially responsible cuisine to Marshall’s students, faculty and staff for many years to come.”

Fertitta Café is operated and managed by USC Hospitality. Since its opening, Fertitta Café has been highly successful in the new Jill and Frank Fertitta Hall, home of the undergraduate program of the USC Marshall School of Business, exceeding preliminary forecasts. Its success is credited to phenomenal menu engineering by USC’s award winning culinary team. In addition to sushi, stations feature Pho, Ramen, Bahn Mi, Dim Sum, Shumai and many more favorite Asian dishes, to cater to guests’ sophisticated and cultured palates. A variety of Asian snacks and desserts are also available.

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 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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