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FOR IMMEDIATE RELEASE

ASUCLA Restaurants welcome the colorful flavors of ube pastries with Sugar & Grace

Now available at ASUCLA Restaurants and cafe locations, find Filipino ube treats with the addition of Sugar & Grace baked goods and pastries.

Los Angeles, Calif., Oct. 2, 2023 – Exciting news is brewing at [Associated Students UCLA](#) (ASUCLA) Restaurants as the purple hues of [Sugar and Grace](#) ube pastries are adding a vibrant and diverse twist to the on-campus restaurants and cafes.

Founded in 2000 by Grace Baral, Sugar & Grace bakeshop is based in Los Angeles and specializes in modern, freshly baked Filipino treats, including the sweet purple yam known as ube.

“We’re thrilled to get our modern Filipino treats into the hands of the UCLA community,” said Grace Baral, founder and owner of Sugar & Grace. “Whether a quick grab-n-go breakfast, or an after-class snack, our ube treats are sure to satisfy your cravings for something delicious and unique.”

Bruins can now find Sugar & Grace baked goods at ASUCLA Restaurants and café locations with sweet treats like the Ube White Chocolate Fudgy Brownie filled with flavors of ube and white chocolate, soft and chewy Ube Crinkle Cookies, tasty double-streusel Ube Toasted Coconut Coffee Cake, fluffy Ube Streusel Milk Buns stuffed with sweet ube jam, and of course, a Filipino classic gluten-free Ube Biko de Yema Cups a delicious sticky rice cake topped with a sweet and creamy custard.

“ASUCLA Restaurants is excited to take yet another delicious step toward a more diverse and inclusive culinary experience on campus,” said Cindy Bolton, director of ASUCLA Restaurants.

To stay up-to-date with new additions to ASUCLA Restaurants, follow [@asucla](#) on Instagram. For more information about ASUCLA Restaurants and updated operating hours, please visit the hours [webpage here](#).

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About Sugar & Grace



Sugar & Grace Bake Shop is a Los Angeles-based bakeshop that specializes in modern Filipino treats, including its famous ube (sweet purple yam) offerings such as the ube biko de yema and various ube fudgy bars and cookies. The company was founded in 2020 with the goal of bringing people together through their freshly baked, high-quality treats that are made with love. Whether you're looking for a unique and delicious dessert or just want to treat yourself, Sugar & Grace Bake Shop has something for everyone. Sugar & Grace Bake Shop offers treats in-person at their shared store front in Tarzana at Bea's Bakery, local cafes, restaurants as well as additional options on their online shop.

About ASUCLA:

Founded in 1919, Associated Students UCLA (ASUCLA) is a nonprofit association that drives vitally essential student services and activities throughout the UCLA campus. ASUCLA boasts the largest college store in the U.S., an extensive food program, UCLA® brand licensing programming through UCLA Trademarks & Licensing, and other services and programs that include student government and student media, which significantly enhances the quality of UCLA's campus life. For more information and to stay connected, follow [@asucla](#) on Instagram or visit asucla.ucla.edu.