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Luv's Brownies Launches Mobile Sweet Shoppe In Santa Clara County

People's Choice Award-winning online bakery's first dessert truck delivers treats in South Bay

SAN JOSE Calif.- January 12, 2021 — The award-winning online bakery [Luv's Brownies](#)® is Home of the Original Heart-Shaped Brownie® is bringing its sweet treats to the South Bay with the launch of its first-ever dessert truck. Luv's Brownies kicked off the first two locations on **January, 9th & 10th** at the **Rose Garden Farmers' Market** and **Cupertino Farmers' Market**. The Luv's Brownies [mobile dessert truck](#) will bring its famous heart-shaped brownies and a new menu — including heart-shaped brownie ice cream sandwiches and marshmallows, house-made waffle cones, and caramel. Inspired by Luv's Brownie founder Cuban heritage, the dessert truck will also feature Cuban style specialty coffee drinks, and more — to gathering spots across Santa Clara County.

Customers will also be able to use the new Luv's Brownies mobile app *<coming soon>* to find out where the truck is located and easily order online. They will also know the truck is nearby when they hear the **Celia Cruz "La Vida Es Un Carnaval"** jingle coming from the speakers and in the app notifications.

The dessert truck marks a major milestone for Luv's Brownies, which is gearing up to celebrate 25 successful years in business. "The launch of this dessert truck is a dream come true," said founder and CEO Andrea (pronounced Aundrea) R. Lacy, who started the family-run bakery in 1996. "I'm filled with gratitude for our team and our customers, and I'm excited about the opportunity to delight customers in a whole new way."

Lacy is also committed to giving back to the community, which is why the 25th-anniversary celebration will include the launch of the company's "[Grit Award](#)" [Scholarship](#). A portion of every sale will go to the **501c3 scholarship fund** to support talented young people who have faced challenges with tenacity and who wish to pursue higher education at a four-year university, junior college, or vocational school. "I created the scholarship because I want to encourage students who have worked hard and shown constant progression," said Lacy. "continuous learning is important." And, no challenge should stop anyone from making their dreams a reality."

Two-time winner of the People's Choice "Best Sweet" Dessert Award at the International Hospitality Convention, Luv's Brownies has a loyal following of subscribers and supporters. **Tara Tallman**, Vice President of Game Day Operations and Human Resources for the San Jose Giants, said, "The San Jose Giants have partnered with Luv's Brownies for 10 seasons and we are very excited to see them reach this milestone."

San Jose Mayor **Sam Liccardo** also welcomed the launch of the Luv's dessert truck, saying, "I would like to offer my heartfelt congratulations to Andrea and her entire team at Luv's Brownies."

“We are proud they continue to call San Jose home and hope to celebrate another of 25 delicious years with them!”

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The mayor is not alone as customers rave about the mouth-watering heart-shaped brownies that simply melt in your mouth and “now to be able to have the brownies literally come to you, it is a dream come true,” says **Paula Winkel** Head of Marketing Communications Conviva.” “I LUV the Luv Bites® (bite-size heart shaped brownies) and cannot get enough of the house-made caramel and coffee drinks.”

[Locations](#) for the dessert truck include the **Rose Garden Farmers’ Market** on Saturdays from 9am-1pm and the **Cupertino Farmers’ Market** on Sundays from 9am-1pm. Neighborhoods throughout Santa Clara County can request the truck to their neighborhood or hire the mobile dessert truck for private events. More locations coming soon ...

For more information, visit the [Luv’s Brownies website](#) or call (408) 757-8009.

About Luv’s Brownies

Andrea (pronounced Aundrea) Lacy established Luv's Brownies in October 1996, first preparing her delicious morsels in her apartment and then moving to a professional kitchen as sales grew. Her story begins while attending San Jose State University, Aundrea struggled with algebra classes. She failed the same math class five times. Her counselor advised her to work with the Disability Resource Center and get tested for a learning disability. She was diagnosed with dyslexia.

But prior to discovering that she had dyslexia — during her first semester at SJSU, as a thank you gift she baked a friend some brownies. At the time she noticed the dough was thick but baked the brownies anyway. She revisited the brownie recipe and realized she transposed some numbers in her ingredients list without knowing she had dyslexia. Aundrea’s belief is some detriments are true blessings in disguise.

Luv's Brownies come in 14 flavors including rocky road, peanut butter brownie s’more, coconut caramel, and mint chip, and they are sold online and shipped nationwide. The company has been featured in magazines such as *Rachel Ray*, *Essence*, and *Ebony* — and Aundrea has been featured on the cover of *Black Enterprise* magazine. She is also the author of [Brownie Points](#), Seven Steps to Success for Woman Entrepreneurs from One Who Made It!

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