



**FOR IMMEDIATE RELEASE**

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**THE POINT LEADS THE WAY IN ECO-FRIENDLY FOOD SERVICE**

*With its new bicycle delivery service to the Culver City area, The Point continues its environmentally friendly approach to food service*

As of Monday, April 14th, The Point café and restaurant, well regarded for their environmentally conscious products and healthy, organic cuisine, will begin home and office delivery service via a three-wheel bicycle to businesses within a two-mile radius of the restaurant. Given the high concentration of businesses in the Conjunction Point/Hayden Tract area surrounding The Point, owners Kazuto Matsusaka and Vicki Fan felt strongly that delivering by bike would not only be an efficient way of servicing the area, but also the most eco-friendly.

The service, which will be available Monday through Friday between the hours of 11am-3pm, will require a 12% service charge and a minimum order of \$50 per order. Pre-orders either by phone or fax are highly recommended.

“Now that The Point has been up and running for six months, we felt it was time to make sure the local businesses and residents have even easier access to our fresh meals,” stated General Manager Vicki Fan. “The fact that we are using bicycles is an extension of The Point’s ongoing efforts to harmonize with the environment. Since the restaurant’s inception, we have been using locally grown vegetables and only biodegradable and recyclable products for packaging.”

Owned and operated by Vicki Fan and Kazuto Matsusaka of Beacon fame, The Point has been operating since October, 2007. Serving fresh food for people on the go Monday through Friday, The Point is open for breakfast from 8am-11am, and lunch from 11am-7pm. Breakfast specialties include Homemade Granola with Wildflower Honey, Egg White Omelettes and Spanish Frittatas with fresh vegetables, while lunch selections include custom-crafted salads, paninis, wraps and ever-changing market soups. Ready-made gourmet meals are also available for takeout. The Point also offers catering services for office parties, meetings and other events.

The Point is located at 8522 National Blvd., Suite 100, Culver City, CA 90232. Thirty minutes free parking is available in the Conjunctive Points lot, just enter from Hayden Avenue. There is also street parking directly in front of the restaurant. For a detailed map and more information, check out the website at [www.thepoint-la.com](http://www.thepoint-la.com).

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