

For Immediate Release

The Fresh Shave Brings Traditional Hawaiian Shave Ice to Southern California

Long Beach, CA – January 3, 2017 – The Fresh Shave, a handcrafted shave ice company offering naturally flavored desserts based out of Kauai HI, announced the launch of their second location. Opening is scheduled for February 2017 in Long Beach, CA. The Fresh Shave will be one of eight unique businesses opening as part of [SteelCraft](#), an outdoor urban eatery bringing sustainable and high quality craft food and drink to Southern California.

The Fresh Shave expects to serve their healthy Hawaiian treat at the Long Beach location found at the intersection of Long Beach Blvd. and Bixby Ave.

The brick-and-mortar store opening in Long Beach is a step outside the classic vintage trailer The Fresh Shave is known for on the island of Kauai. This expansion brings the mustache-namesake products like The Fu Manchu, The Handle Bar, and The Lip Luggage (to name a few) to the mainland.

“Expanding our presence to the mainland was the natural next step for The Fresh Shave,” says Priscilla Soule, President. Since the company’s inception in 2014, The Fresh Shave has been focused on offering desserts with no artificial preservatives, additives or colors. “We’re excited to share our organic, handcrafted shave ice with Southern California.”

“When Steelcraft reached out to us, we were thrilled to discover their mission aligns very closely with ours which focuses on Aloha (love), Aina (land) and Ohana (family). We believe in the importance of using organic produce and environmentally conscious practices to deliver superior products to our customers. With Steelcraft’s focus on restoration, craft and community, we knew it was a perfect fit.”

For more information about The Fresh Shave expansion or details about the grand opening in Long Beach, contact Priscilla Soule at info@thefreshshave.com or visit their website at <http://www.thefreshshave.com>.