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MOSI helps USF students HUSTLE by including new food options for visitors in expanded retail operations!

TAMPA, Fla. (February 14, 2023) – The Museum of Science and Industry (MOSI) is now up and running with a full grab and go food service to start 2023. While guests will love MOSI’s new “hot vending” concept as they navigate the museum, the fun part is that they are actually helping undergrad business students at USF tackle leadership and entrepreneurship challenges through real world experience in a competition called the HUSTLE program.

HUSTLE is a college oriented competition designed to educate the maximum number of students in business entrepreneurship through real-world experiences. As students prepare to enter an extremely competitive business world, opportunities such as this program should be taken advantage of as they are extremely rare. This program will allow students to apply their classroom knowledge, determination, and skill-sets to operate a real business. Not only will students gain invaluable insight into running a business, but also will have the chance to win one of two cash prizes totaling \$100,000 to be shared with teammates.

MOSI's "Just Baked Smart Bistro" offers guests grab and go sandwich options, desserts and treats with both breakfast and lunch options available daily. The student team behind the machine are Cole, Trisha, Patrick and Kannon. You can learn a little more about them and the competition by visiting the vending machine at MOSI. Selections vary daily but include Krispy Kreme donuts, White Castle sliders, and even a hot lava chocolate cake. In addition MOSI is also offering deli sandwiches, salads, sodas and snacks at its expanded "MOSI Marketplace" gift shop.

"Through this return to dining and retail options for MOSI visitors, our guests can now enjoy longer, uninterrupted visits to the museum and families are especially enjoying the opportunity to stay for a planetarium show or round of mini-golf in the afternoon, now that lunch is available on-site. We expect to grow the food and beverage options exponentially in the coming months, but this partnership with the USF Hustle program benefits our visitors and the students involved, and introduces the public to this incredible new technology that must be seen to be fully appreciated." said *John Graydon Smith, MOSI President and CEO*

For more information on the competition and program you can contact MOSI or visit <https://www.hustleusf.com/>.