

Reach Global Marketing Announces New Lifestyle Client

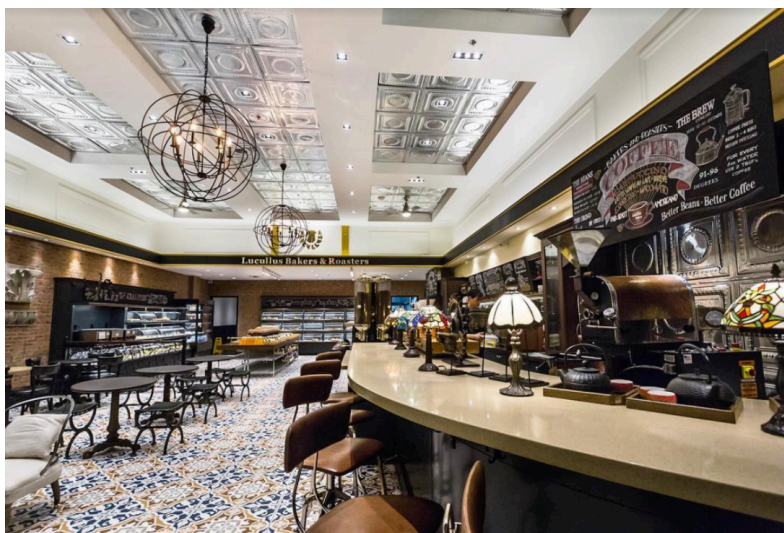
Kicking off 2021 as Agency of Record for Lucullus Bakery

TORONTO, January 27, 2020 – **Reach Global Marketing** - a full-service marketing agency – is announced as the new agency of record for **Lucullus Bakery**. Reach Global was retained to re-brand Lucullus' organization, build engaged local communities, and promote the launch of their new franchise development.

"Building brands is what we do," says **Charmaine Singh, President & CEO of Reach Global**. "I love the story behind this company and I really admire their corporate vision for 2021. By expanding our reach into Corporate, we will continue to deliver greater value to our lifestyle and tourism clients.

Lucullus Bakery is famous for their irresistible traditional Hong Kong buns, pastries and coffees across the Greater Toronto Area since 1991. With a focus on quality ingredients, artistic development and expert techniques, Lucullus offers a taste of old-world delicacies mixed with a modern approach.

"My family launched this business 30 years ago and we are honoured to continue serving local friends and families across the GTA," says **Stone Yu, CEO of Lucullus Bakery**. "The Reach Global team's spirit, strategic thinking, and local connections are perfect to support our corporate expansion and the launch of upcoming franchise opportunities."



Utilizing techniques and recipes that are considered a dying art, Lucullus' team has been trained by some of China's best bakers. Everything served at Lucullus is made in-house and incorporates only the best, highest-quality ingredients. Signature dishes and crowd favourites include Pineapple Buns, Egg Tarts, BBQ Pork Buns, Coconut Buns, Chai Milk Tea and Rice Boxes.

Lucullus has three locations across the Greater Toronto Area:

1. 169 Enterprise Blvd. Unionville, ON L6G 0A2
2. 7750 Kennedy Rd. Unit 2A, Markham, ON L3R 0A7
3. 328 HWY 7 #19, Richmond Hill, ON L4B 3P7

Learn more about Lucullus via their [website](#) or their [Instagram page](#). Images & interview opportunities available upon request.

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About Reach Global Marketing Ltd.

Reach Global Marketing is a full-service marketing agency providing in-market intelligence, customized strategies, and impactful execution with a boutique service ethic. Located out of Toronto, Vancouver, and Montreal, the team is comprised of multi-disciplinary experts with a variety of backgrounds, knowledge, and experience including tourism, hospitality, corporate, government, non-profit, lifestyle, beauty, and more in marketing, communications, sales, event management, promotions, activations, and social and digital media. To learn more, please visit reachglobal.ca.

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