

Richeeze Melts Sponsors MashupLA Influencer Event, Bringing Bold Flavor to the Spotlight



food truck known for its ooey-gooey creations and over-the-top flavor combinations, turned up the heat as an official sponsor of the highly anticipated MashupLA Influencer event held in Los Angeles on March 27th.

The event brought together some of social media's most vibrant voices for a day of networking, creativity, and, of course, unforgettable eats. Co-owned by entrepreneurs **Richard Maize** and **Severin Stone**, Richeeze Melts served up signature melts to a buzzing crowd of tastemakers and trendsetters.

Notable attendees included **Peter Madrigal** of Vanderpump Rules, musician **Rod Kim**, food bloggers **Tiff** of Take One For the Road, **Fatema** of @thefoodiesaur, and **Ailyn Muñoz**, NASCAR trophy girl **Samantha Bailey**, actors **Tian Booth** (Healer, CP Escapade) and **Ramsey Wild**, gymnast **Jack Jerry**, and TikTok creators **Leon Zellers** and **Martine Beerman**.

"Richeeze Melts was created to bring people together over great food," said **Severin Stone**, co-owner. "MashupLA was the perfect event to connect with creators who share our passion for community and creativity."

Co-owner **Richard Maize** added, "We're proud to support a space that celebrates innovation, influence, and culture—all values that are baked into the Richeeze brand."

As social media and food continue to intertwine, Richeeze Melts remains a fan favorite among influencers and food lovers alike. The brand's presence at MashupLA cemented its role as both a culinary staple and a cultural connector in the heart of LA.

For more information or to book the Richeeze Melts truck, visit www.richeeze.net

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