

Blenz Coffee opens their sixth Okanagan location in Vernon

Vernon, BC – July 22, 2009 The newest Blenz Coffee location opened today in the heart of downtown Vernon, marking their sixth location in the Okanagan and their 54th in BC. Now Vernonites too can enjoy the warm atmosphere and handcrafted beverages that Blenz Coffee is renowned for.

This particular location was previously an independent coffee house called El Portillo, owned by the current franchised partners Trevor and Caroline Koenig. Over the last few days, the employees have been transformed into Blenz baristas and the store converted into Blenz Coffee. It is by far the largest Blenz Coffee in BC with three separate seating areas, a spacious patio, and their own parking lot, making it a destination for locals and travellers alike.

The Koenigs were always fans of Blenz Coffee. When they moved to Vernon a little over a year ago they could not find a Blenz Coffee location to purchase right away so they bought El Portillo, hoping that one day they will become a part of the Blenz Coffee family. Now the whole family – Trevor, Caroline, and their two children Ashley and Ryan – are part of the team, raising the bar in the coffee house scene in Vernon. Trevor and Caroline are both graduates of the extensive Blenz Coffee Franchisee Training Program which has equipped them well to serve high quality beverages to Vernonites.

“Caroline and I are pleased to have our existing coffee business transform into Blenz Coffee,” said Trevor, raving about everything Blenz Coffee. “To know that the operating system is tried and tested and to have the support of a franchise is a huge asset to us. We look forward to introducing Blenz Coffee to the community of Vernon, one we are proud to be part of.”

“We know their enthusiasm for business and passion for coffee will play a major part in their success in Vernon,” commented David McDougall, co-master franchisor of Blenz Coffee Okanagan, commending and welcoming the new Blenz Coffee franchisees. His business partner Graham Hawkins agrees, stating that their downtown Vernon location is already a well-known coffee destination.

Blenz Coffee in downtown Vernon will be open from 6am to 10pm every day with Open Mic Nights every Monday featuring local musicians. In addition to the downtown location, Blenz Coffee will be opening up another location in North Vernon, which will also be operated by the Koenigs.

About Blenz The Canadian Coffee Company Ltd™

Blenz The Canadian Coffee Company Ltd is a premium retailer of handcrafted coffee, tea and other innovative and delicious specialty beverages. All of Blenz' beverages are made in-store from only the highest quality ingredients available. Blenz' commitment to serving a great cup of coffee, providing an excellent customer experience, and providing world-class staff training, has fuelled Blenz' growth from its inception. Blenz operates a network of over 85 franchise locations in British Columbia and abroad, including Japan and the Philippines.

For more information about Blenz The Canadian Coffee Company Ltd., please contact:

Nanako Aramaki

Manager of Media Relations

Blenz The Canadian Coffee Company Ltd.

Telephone: (604) 682-2995

Email: press@blenz.com

Website: www.blenz.com

Follow us on Twitter at www.twitter.com/blenzcoffee