

FOR IMMEDIATE RELEASE

BLENZ *Matcha Latte*[™] ~ “Relaxed energy”

This spring green is gold with Japanese ceremonial Matcha tea.

VANCOUVER, BC – April 7, 2006 - Blenz Coffee, a born and bred Vancouver icon has been winning accolades for its coffee from customers for years. (“Best coffee in Vancouver” ~ listeners of News 1130 Radio in 2001, “Best cup of coffee in Vancouver” ~ CKVU-TV’s “Consumer Watch” in 2002). Recent times have seen Blenz make a bold move to expand its menu selection to a point where it is now also the clear market leader in teas, tea lattes and especially Matcha.

Matcha is a super premium Japanese green tea that has been used for hundreds of years by Buddhist monks. More people will be familiar with Matcha as used in the traditional Japanese Tea Ceremony where the Matcha is placed in a bowl and then infused using a bamboo whisk. (Matcha is made exclusively from Tencha tea-leaves that are ground into a fine powder)

Now, science confirmed what Buddhist monks have known for centuries - Matcha is good for the body. Just how good was determined last year by Brunswick Laboratories. Their testing, using the USDA’s standardized Oxygen Radical Absorption Test (ORAC), concluded that Blenz’ premium Matcha is the highest antioxidant food known to human kind. And by margins that astound most people (1) (2).

The amino acids in Matcha also means that the body absorbs the tea’s caffeine (a tad less than coffee by volume) over a 3 – 5 hour period rather than the quick jolt that many people experience from coffee. This is why Blenz refers to its Matcha as “Relaxed Energy”.

Blenz offers a variety of ways for people to enjoy Matcha. While the Matcha Latte[™], with skim or soy milk, is the most popular choice, customers at Blenz can also enjoy Matcha blended with ice cream or yoghurt (yummy!), shaken straight over ice or, in the Japanese tradition, whisked straight and served in a hand made bowl.

“Tea in general and Matcha specifically have really rounded out our menu, giving our customers a world of choice they don’t usually find at other stores,” says Blenz Marketing Manager, Walter Sawadsky. “It’s created a neat vibe in our stores as customers discover the options that Blenz offers them.”

Founded in Vancouver, BC in 1992, Blenz Coffee is a premiere retailer of specialty coffees, teas and espresso and tea based beverages. Blenz operates a network of 40 franchised locations in British Columbia, Canada. Blenz also has more than 35 total international stores between Japan, China, Dubai and Kuwait.

Visit <http://www.blenz.com/feature.aspx> for complete information on Blenz ceremonial Matcha.

To contact us visit http://www.blenz.com/contact_form.aspx

- (1) USDA Agricultural Research Services: <http://www.ars.usda.gov/is/np/fnr/fnr499.htm>
Journal of Nutrition (vol. 128, pp. 2383-2390); American Journal of Clinical Nutrition (vol. 68, pp. 1081-1087)
- (2) ORAC Analysis of Blenz Ceremonial Matcha (AIYA) ME17916 Lot # D1805: Brunswick Laboratories