

Blenz The  
Canadian Coffee  
Company Ltd.

**Two New  
Blenz  
Locations  
now open:**

**Penticton, BC**

Come visit Nancy DeWitt and her team of baristas at Main and Nanaimo in the heart of downtown Penticton.

**Makati,  
Philippines**

Located in the outskirts of Manila. If you want to escape the summer heat of the Philippines, escape into the cool Blenz Coffee shop for a refreshing cold beverage.

Inside this  
issue:

Latte Art Photo Contest	2
New Franchised Partners	2
Customer Profile	2
MochaChillo Light	3
Millrock Latte Art Championship	3
Canada Day Contest	3
Upcoming Blenz Events	4
Best Smoothie	4
Blenz on Twitter	4
Blenz Word Jumble	4

# EXTRA Shot

News From Around The World of Blenz Coffee

Issue 9

July / August 2009



## Blenz Barista Philip Wang Perseveres, Pours His Way to the Podium in Las Vegas



The screen showcasing competitors at the Millrock Latte Art Championship in Las Vegas on June 14, 2009. Blenz barista Philip Wang who came in 3rd place brought back one of the trophies to Canadian soil.

**By Linda Olsen**

Blenz The Canadian Coffee Company Ltd. proudly announces that their very own Philip Wang has brought home another Millrock Latte Art Championship trophy.

The Millrock Latte Art Championship is the marquis event of Coffee Fest, the premier North American coffee and tea tradeshow. Spectators and competitors alike gather to watch latte artists pour intricate designs of steamed milk into dark, creamy espresso to produce a perfectly balanced latte beverage.

The Millrock Latte Art Cham-

pionship is a globally recognized latte art competition, and the most recent competition took place in Las Vegas June 12 through June 14. As a member of "Team BC", sponsored by Blenz Coffee, Wang and fellow Blenz barista Tony Tsai were flown to Las Vegas to compete in a field of 40 baristas representing the crème de la crème of latte artists from around the globe, each selected to participate by an expert jury based on their submitted sample photos and essays.

Wang and Tsai both poured well enough in Friday's preliminary round to finish in the Top Twelve. After Saturday's competition, the results posted

showed that Tsai and Wang had both been bumped, but after Wang showed the judges an error in their scoring tabulations, it was revealed that he had come in at 10th place, which allowed him to compete in Sunday's Finals. On Sunday, Wang placed his bet on his signature rosetta pour, which first put him into a five-way tie for third place, then into a two-way tie for third, until finally, he was able to persevere under enormous pressure to emerge as the true third place finisher. "I was very nervous. I felt like all my energy was drained after the competition, but I am happy now that I finished in 3rd place," Wang said, "I hope I can bring back 1st place next time!"

*Continued on page 3...*



3rd place winner Philip Wang accepting a \$500 cheque and trophy from David Stackhouse (left) and Shaun Weston (right) of Millrock.

## Blenz Coffee Customer Profile

**Nancy Mizinski**



Company: Hula Girl Designs  
E-mail:  
info@hulagirldesigns.com  
Website:  
www.hulagirldesigns.com  
Telephone: 604.319.4852

Nancy Mizinski has always been involved in the world of creativity. Over the last 15 years, Nancy has done graphic design for a wide variety of companies. Her portfolio includes extensive design and marketing in a variety of industries along with design & production of her own clothing line. Nancy started doing contract work as a side project in 2005 which eventually turned into a design company called Hula Girl Designs. Along with her passion for all things hula, she has a love for photography and aspires to retiring on a beach and taking pictures of the surf, sunrise, and sunsets. Once Nancy found out that Blenz is a local company that serves organic and fair traded products, she quickly became an aficionado as she shares the same vision and philosophies as Blenz. She is also a fan of Blenz Cares that has helped her friends raise funds for the Mount Kilimanjaro Trek for Alzheimer's.

Want to know how to get your profile in the next issue of **EXTRA Shot**?  
E-mail us at  
newsletter@blenz.com.

# Latte Art Photo Contest

July—August 2009

FIRST PLACE



"Corazon", meaning *heart* in Spanish, was poured by veteran barista and manager of Blenz Burrard and Robson, Ivan Silva.

Second Place



"Mini Hearts" etched by Asuka Yoshimoto from Blenz Library Square.

A traditional rosetta poured by Harrison Hewitt of Blenz Maple Ridge.

Third Place



This is a bi-monthly contest open to all Blenz Baristas. If you would like to see your best work in EXTRA Shot, please submit your photos to newsletter@blenz.com.

## New Faces in Richmond and the Okanagan



**By Zoe Wethersett**

Emily Huang of newly opened Blenz Richmond Centre.

In the last two months Blenz has welcomed two new franchised partners to our growing chain. We have over 50 Blenz locations in B.C. now and are quickly growing within the lower mainland, the Okanagan and Internationally.

Most recently was our new store opening in Richmond Centre on June 2nd. Emilie Huang is the new franchised partner at this location, and she is very much enjoying her new store. Emilie chose

to buy a Blenz store because of our great reputation and the fact that we are a Canadian coffee company. While she was waiting for her store to be constructed Emilie enrolled in a Canadian Business Essentials program to ensure she was fully educated when it came time to open up her store. She is enjoying her regular customers that like to spend time in her store as well as meeting many new people.

Recently our West Kelowna store has had a change of ownership and we have welcomed Carol Dyck to the Blenz family. Carol is originally from Vernon and has known for about 10 years that she would like to own a coffee shop. Carol and her

husband have always been very involved with the coffee industry and like to visit coffee shops on a regular basis. About 8 years ago they were in Vancouver and stepped into a Blenz for a cup of coffee; ever since then Carol has been interested in owning a Blenz of her own. Carol enjoys meeting new people that visit her store and always feels rewarded when a customer thanks her for the great experience.

Carol Dyck, new franchised partner at Blenz West Kelowna.



## MochaChillo Light—Low-Calorie Indulgence

By Nanako Aramaki

Attention calorie conscious Blenz fans! Do you love chocolate beverages but worry about the calorie content? From June 29 to July 19, Blenz Coffee is launching

its first calorie friendly chocolate beverage: *MochaChillo Light*.

When compared with the original MochaChillo, the lighter version has 20% less calories. Now you can enjoy

your favourite decadent chocolate beverage without the guilt. Available in dark, milk, and white chocolate.

Same indulgence. Fewer calories. Try MochaChillo Light today!



## Millrock Latte Art Championship Cont.

*Continued from page 1...*

The judges placed Nathan Black from Brothers K Coffee House in Evanston, IL in second place, and Chris Deferio, the Training Director at The Coffee Institute, NY is the first place finisher.

Blenz baristas have built a very strong reputation at the Millrock Latte Art Championship over the years. In 2007, Blenz Coffee's director of training, Layla Osberg, earned two first place finishes at the Millrock Latte Art Championships in At-

lanta and in Seattle. Sunday's trophy adds significantly to Blenz Coffee's brand culture as a coffee chain offering world-class latte art.



Blenz Library Square barista Tony Tsai competed at the Millrock Latte Art Championship in Las Vegas.

## Declare Your True Patriot Love at [www.blenz.com/canadaday](http://www.blenz.com/canadaday)

By Linda Olsen

Blenz Coffee has launched their online contest, "What Canada Means To You", and Canadians are declaring their love for their country with passion, eloquence and fun.

Participants visit the Blenz website at [www.blenz.com/canadaday](http://www.blenz.com/canadaday) and click on the map of Canada to link to the contest page where they can click on any of the maple leaf icons which form a map of Canada to be inspired by the postings of their fellow Canadians, or they can simply forge ahead and post their own thoughts.

A sampling of the early responses: Moj F., the first jury selection prize winner, writes "...Canada is a welcoming home. Canada is family. Canada is a country I am proud of!"

There will be one Grand Prize winner chosen at random at the end of the contest, and there are daily winners of Blenz Gift Cards valued at \$5.00. But if you ask Rosie B., she'll say, "declaring my feelings about my adopted country was deeply satisfying. If there's a prize at the end of the day, that's just a really nice bonus."

Blenz ran a similar contest in

2006 with great success; the re-tooled 2009 version was launched late in the afternoon on Friday, June 5, and the company quietly began promoting it via Twitter. Canadian Tweeple haven't started flocking to the site yet, but the northern-most maple leafs have been claimed and there are more entries hourly. In-store promotions are expected to generate excitement, as will Blenz Canada Day celebration at all their stores – each plans a big colourful party with all the trimmings, from special Canada Day beverage cups to balloons and festooned storefronts.

George Moen, president of Blenz Coffee, is particularly excited about the contest site. "This is an astounding technology that reaches out to the hearts of our countrymen, our friends, and neighbours. People share some amazing stories and insights. It makes me proud to be Canadian."

Visit the site from time to time to have a look as people put their patriotism into words. Be inspired, moved to tears – perhaps even moved to post your own.



**Blenz The Canadian Coffee Company Ltd.**

Suite 300 - 535 Thurlow Street  
Vancouver, British Columbia  
V6E 3L2 Canada  
Phone: 604-682-2995  
Fax: 604-684-2542  
E-mail: newsletter@blenz.com  
Website: www.blenz.com  
Follow us at [www.twitter.com/blenzcoffee](http://www.twitter.com/blenzcoffee)

## Upcoming Blenz' Events

- July 1, 2009** Canada Day!
- July 3 & 4, 2009** Vancouver International Flamenco Festival  
*Supported by Blenz Cares Community Fundraising Solutions*  
*Visit [www.flamencorosario.org](http://www.flamencorosario.org) for festival details.*
- July 13, 2009** 27th Vancouver Hadassah-Wizo Pro-Am Golf Tournament at Richmond Country Club  
*Supported by Blenz Cares Community Fundraising Solutions*
- August 3, 2009** BC Day!
- August 30, 2009** Subaru Ironman in Penticton, BC  
*Blenz Bernard franchised partner Steven Coulthard will be participating in the internationally recognized triathlon event.*

## Oops Magazine votes Blenz No.1 for Smoothies

**By Nanako Aramaki**

Vancouver's favourite Japanese Magazine, *Oops!*, has awarded Blenz with the "Best Smoothie" title in their June 5—18, 2009 issue.

This bi-weekly magazine ranked Blenz, Tim Hortons, Starbucks, Waves, and Orange Julius smoothies and the top scoring beverage with the highest score was the Blenz MatchaChillo.

This is an honourable victory since the Japanese take pride in their matcha and to have the Japanese community's acknowledgment is Blenz' symbol of success in dominating the matcha market.

## Blenz Word Jumble

Rearrange each group of letters to spell these Blenz Summer Specialties. Then rearrange the letters that are circled to solve the puzzle.

FCHULTLIRO  
○○□□□□□□□□

SETNDEKHCIAE  
□□○□□○ □□□□  
○○□

GMCILAHCIHLTHOLO  
□□○□□□□□□□  
□□□○□

AAACAYNDD  
□□□□○□ ○○□

**Blenz Brand Vision:**

"-----  
quality beverages, each individually prepared with care and attention by highly trained baristas in a warm and contemporary environment."

Answers will be posted in the next issue of EXTRA Shot. If you can't wait until then, send us a direct message on Twitter at [www.twitter.com/blenzcoffee](http://www.twitter.com/blenzcoffee)

## Blenz Tweets to Success on Twitter

**By Linda Olsen**

Blenz Coffee has tweaked its online marketing strategy yet again. In addition to the recently launched [www.blenzstore.com](http://www.blenzstore.com) which provides products to Blenz coffee, tea, and chocolate fans worldwide, and [blenzcares.com](http://blenzcares.com) which supports charity and fundraising drives with a turnkey coffee distribution program, Blenz has now taken a turn onto the new and rapidly growing branch called Twitter.

Blenz uses Twitter to announce special events, store openings, and promotions.

Blenz Daily Twitter Sweepstakes launched on [www.Twitter.com](http://www.Twitter.com) on Monday, sparking an immediate

flurry of "tweets" among the social media mavens and fans, and Blenz followers grew from 0 to over 300 in just a matter of hours. On the morning of June 5, BlenzCoffee (@blenzcoffee) tweeted that George Moen, president of Blenz, wants to buy you a coffee – mention Blenz in your tweet, and your tweet may be chosen as the Tweet of the Day.

The first Blenz Daily Twitter Sweepstakes winner, Shane Gibson (@shanegibson), was impressed when his \$5.00 gift card was hand-delivered by George himself, who happened to be in the neighbourhood that afternoon. Shane was so excited by the transaction that within minutes he had posted a picture recording the event, and his post was re-tweeted by one

of his followers, and so on, and so on...

Blenz activity in Twitter-world has resulted in a myriad of benefits, including more personalized relationships with Blenz customers, attracting new customers to Blenz stores, and reinforcing the Blenz brand in the local market.

Blenz online marketing philosophy is well communicated in this quote, from the site where Sweepstakes Winners are sent to claim their prizes, "We use this format to connect with our existing and future customers in a respectful manner because we believe that companies of any size can have a direct relationship with their customers."

