

Blenz The
Canadian Coffee
Company Ltd.

Dear Reader,

As this newsletter evolves, you will notice a few new sections as you read along.

The new sections include the Latte Art Photo Contest which will run in every issue, and Latte Art by Aki—a small corner featuring our Administrative Assistant's talent as a latte artist.

Don't forget to do the Sudoku at the end!

Nanako Aramaki
Chief Editor

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EXTRA Shot

News From Around The World of Blenz Coffee

Issue 7

March / April 2009



Blenz Tamps to the Top in WestEnder Poll



Blenz customers enjoying beverages at the newly renovated Blenz location on Granville and Nelson in downtown Vancouver.

By Nanako Aramaki

Blenz Coffee Operations/Marketing

Blenz is proud to be awarded another first place in a publication census. WestEnder has awarded Blenz the Gold Metal in their 12th Annual Best of the City readership poll in the "Best Coffee Shop" category.

With Vancouver being one of the most sophisticated coffee shop markets in the world, Blenz is honoured to represent this city – the epicentre of coffee culture in Canada. Their recent recognition pays tribute to the updated contemporary store designs and new smooth

and bold espresso made for non-smokers with a refined palate.

"We are humbled that Blenz has been recognized with such a prestigious award," remarked George Moen, the President of Blenz. "It is the result of a group effort made by the hundreds of baristas and Owner Operators that have devoted their time and energy, giving Blenz a name for craftsmanship and excellence. The Gold Medal will further enhance our reputation as a world-class coffee shop chain."

This latest triumph complements their previous recognition in the Okanagan. For four consecutive years, Vancouver's

neighbours in the Okanagan have been cheering for Blenz, making them the three-time winner of the Annual Okanagan Life Best Restaurant Award for the best coffee house in Central Okanagan.

Blenz is pleased to win the hearts of Vancouverites, focusing on the customers and building the environment and products around them. Known for their dedication to Latte Art, world-famous Hot Chocolates made from real Belgian Chocolates, and trade-marked Matcha Latte, Blenz will continue to win the hearts of coffee and tea lovers in Vancouver and around the world.

The WestEnder with the results from the readership poll will be published in the February 26, 2009 issue.



The Best of the City readership poll has been published in the WestEnder annually for the past 12 years.

Latte Art Photo Contest

March—April 2009

FIRST PLACE



"Dragon" by Julia Kuo from Blenz Yaletown West. Julia has been awarded with the \$100 first place prize.

Second Place



"Swan" by Tony Tsai from Blenz Library Square.

Third Place



"Rosetta" by Ryosei Tsuda from Blenz Yaletown.

A special thank you to all latte artists that submitted their photos. There is a Latte Art Photo Contest showcasing the top 3 latte art photos for every issue with a \$100 prize for the winner. If you would like to see your best work in EXTRA Shot, please submit your photos to newsletter@blenz.com.

Royal Tea Latte™ & London Fog Latte



This year's Early Spring Promotion at Blenz will feature their Royal Tea Latte™ and London Fog Latte.

The Royal Tea Latte™ is made of Assam black tea and dried Rose Petals which are believed to have uplifting effects on the nervous system and detoxifies the body. The Earl Grey used in the London Fog Latte is bathed in bergamot oil which reputedly lifts moods and helps with relaxation. Not only are the teas Certified Organic and Fair Traded, the flavouring used in these two tea lattes are 100% natural vanilla.

Visit Blenz to unwind and relax with one of these tea lattes.

Friends of Blenz



Arthur Carr is the winner of the Mint Mocha Contest, posing here with his \$500 Ruben's Chocolate Gift Basket.

Spa Giveaway

A Chance to Win!



Don't you wish you could be like Arthur Carr and win something at Blenz?

You can if you enter in Blenz' next in-store contest! Enter a draw to win a Couple's Spring Spa Getaway at Vida Spa. Experience a relaxing retreat for you and a friend at one of the spa locations nearest you.

For more information on Vida Spa, visit www.vidawellness.com.

Let's Stay Positive, BC!

By Nanako Aramaki

**Blenz Coffee
Operations/Marketing**

It is no secret that the world has gone into a recession and the news has been depressing us all. There is good news, however: BC is actually doing fairly well, especially in comparison to the rest of the world!

So how can we promote positivity in the province? A well

-known local business coach named Rob Arthurs has launched an initiative to reverse the perceived negativity and depression in BC. It is called *Stay Positive BC!* and it is free to join. Mr. Arthurs' mission is to bring the community together, positively influence each other, and share all the successful stories that are not being publicized to the masses.

"Our mission is to change the attitudes and perceptions of

the public at large and to help them become more involved within their community," comments Neil Hamilton, one of the Executive Committee members of *Stay Positive BC!*

The *Stay Positive BC!* website will be launching in the near future; until then, for more information please contact Neil Hamilton at neilhamilton@remax.net.

Blenz Coffee Customer Profile

Anne Stadnyk



Company: Say It Now

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Website: www.sayitnowinc.com

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Graduating with a BA in Psychology, it took a few years working for other companies as a Social Worker, HR Manager, Food Service Manager and Sales Executive for Anne to finally venture out on her own. Aiming to give her customers outstanding service, she incorporated Say It NOW! in Coquitlam, BC in 2004 with one goal being to help her son get a university degree, get drafted into the MLB, or both. A promotional products company, Say It Now! puts YOUR BRAND on a mug, pen, t-shirt, cap or 1000's of other products so that when people see it on their desks or wear it, they THINK OF YOU. The company developed by networking and has added strategic alliances with lower mainland companies also in the business of marketing and promotion. When they say 'Thank You' for your business, they do it with a Blenz Card.

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

Blenz Cares Fills Empty Stockings

By Nanako Aramaki

**Blenz Coffee
Operations/Marketing**

Since its inception late last spring, Blenz Cares – a fundraising program helping charities and non-profit organizations – has been making a difference throughout BC's Lower Mainland.

For the month of December, 2008, Blenz Cares worked in partnership with The Province Empty Stocking Fund. After 85 years, The Empty Stocking Fund continues to raise funds to bring Christmas to needy families and children in BC. The sales from the Blenz Cares coffee beans sold at the Blenz stores in December supported these

under privileged families through the Empty Stocking Fund. Blenz and The Empty Stocking Fund extend a warm "Thank You!" to everyone who supported this important charity by purchasing the Blenz Cares coffee beans.

Another notable philanthropic effort supported by Blenz Cares is the support of the Learning Disability Association of BC who provides programs and services to people with learning disabilities in BC. Over and above the Butterfly Pin donations collected at the Blenz locations, Blenz Cares handed a \$3000 cheque to the Association.

During tough economic times, charitable organiza-

tions struggle to finance their programs; particularly painful is the notable reduction in corporate donations. We at Blenz encourage you to give back to your community. Support your favourite charities through Blenz Cares website at www.blenzcares.com.



Keith Lloyd of Blenz Cares presents a \$3000 cheque to Diane Sugars (left) and Doris Cheung (right) of the Learning Disability Association of BC.



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Upcoming Blenz' Events

March 2	Early Spring Promotion Begins
March 13	Blenz Latte Art Competition Preliminary Round at Blenz Library Square
March 17	St. Patrick's Day
April 10	Good Friday
April 13	Easter Monday Late Spring Promotion Begins

Puerh: The Ancient Tea with a Funny Name

By **Greg Lui**

**Blenz Coffee
 Chief Tea Sommelier**

Besides black tea which can be harvested from countries outside of China, the majority of teas come from China. There is consensus between world tea experts that China is the origin of tea. If that is the case, are all teas cultivated in different areas of China the original varieties? The answer is no. These teas have evolved from the original species. According to the China Tea Research Institute, every varietal of tea (tisanes do not qualify as being tea) from around the world has its origin from the Yunnan province of China. This God-father tea plant that started it all is the renowned Chinese Puerh (pronounced as POO AIR) tea.

Puerh tea is named after the ancient city of where it is traded – Puerh City. After thousands of years, this city today is still bustling with energy and of course the finest cup of Puerh tea anywhere. The taste and aroma is unlike any other tea that you will ever try. Using fine tea leaves picked from ancient tea trees in Yunnan, this tea steeps into bright yellowish liquor, smooth and earthy with semi-sweet lingering notes. The Puerh tea is coming soon to Blenz Coffee.



Puerh tea cake, soon available at Blenz Coffee.



This issue's
 Latte Art by
 Aki
 "Free-Poured
 Swan"

Aki Tokuhara is an Administrative Assistant at the Blenz Store Support Centre (SSC). As a former Blenz Barista, Aki thrives on serving latte art to guests and staff at the SSC as she loves to make people happy with her unique designs. She is a highly regarded latte artist who is limitless in her free poured and etched designs.

Blenz Sudoku

	2			7		5	4	
9			5		3			
5	6				1		8	3
	1	2		6				
			2		7		5	6
	5	8		4			1	2
8					6	4		1
	4	6		8			7	
2			9		4	6		