

Blenz the Canadian Coffee Company Goes Global: Blenzstore.com

Now fans of fine coffee and tea can enjoy Blenz products anywhere in the world, as Blenz Coffee launches its online store offering fine coffees, teas, and associated products.

December 15, 2008 – Vancouver BC As a retailer of beautiful coffee, tea and chocolate-based beverages with over 50 locations in British Columbia where they host over 500,000 visitors each week, in addition to locations Japan, UAE, Kuwait, and the Philippines, the Blenz organization has built a client base that spans the globe.

In response to the many requests from customers who have had occasion to visit their stores and want to enjoy the fine flavours of Blenz at home, the company has launched Blenzstore.com, where anyone can order the Blenz line of fine coffees, teas, Belgian chocolate, and other related products for home delivery.

“We have had so many requests from customers who want to order Blenz tea, coffee and chocolate online,” says Greg Lui, Director of Marketing for Blenz. “It’s great that we can provide all our long-distance customers point-and-click access to their favourite brew.”

Some fan favourites are Machu Picchu, a shade-grown, bird-friendly, Fair Trade coffee with a rich, full-bodied flavour, Ceremonial Matcha, and Blenz exclusive line of loose leaf teas, bagged teas, chai teas, and exotic flowering teas. Also recently introduced and flying off the shelves are the Blenz Hot Chocolate tins of fine Belgian chocolate in minuscule grains which are ideal for making the most decadent hot chocolate, available in White Chocolate, Milk Chocolate, and Dark Chocolate. Eventually, all Blenz branded coffee and tea, and Blenz exclusive line of travel mugs, tea pots and tea-making accessories, will be sold online.

As excellence in customer experience is the foundation upon which Blenz has built its business, Blenzstore.com was created with particular attention to ease of use.

“We’re excited to be able to offer all our customers an easy way to enjoy our products, regardless of their geographic location. Our world has changed – we are a part of a global marketplace, and even in these uncertain times, our business continues to thrive,” says George Moen, President of Blenz. “Blenzstore.com represents an essentially unlimited opportunity for us to continue to grow our business, but more importantly, it also represents one more way that we can help our customers to enjoy Blenz – anytime, anywhere.”

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 fueled Blenz’ growth from its inception. Blenz operates a network of over 100 franchise locations in British Columbia, Japan, the United Arab Emirates, Kuwait and the Philippines.

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