



Press Release

Blenz The Canadian Coffee Company

August 2007

For Immediate Release

SFU Students get their fix

Thursday July 26, 2007 – Vancouver BC –

This week marked the opening of the 51st Blenz Location in British Columbia. The kiosk inside the Simon Fraser University campus in Surrey will be helping to keep students alert for those long days of studying and classes.

This Blenz Coffee kiosk was introduced due to popular demand from everyone who enjoys a good cup of coffee in the area. “We were so busy at the Blenz downstairs and there was no room to expand, so when this space opened up I had to take advantage of it. I'll be able to serve our customers much better by having this kiosk up and running,” said Veronica Rulens, owner and operator of the new Blenz. “This Grand Opening was really important to me. It's a great opportunity to meet some of the regulars and meet new friends. That's why I love this business, I get to be a part of the community and it really excites me that I get to serve SFU for many years to come.”



The grand opening saw students, faculty and people from all around the community line up to meet the staff and get their hands on a complimentary beverage at the new location. Another attraction that had people talking was the cartoonist, Ted Couling, who had a line-up of people looking to get their caricature done for free, compliments of Blenz Coffee. “This was a great idea to get people talking and instill a little fun into the Grand Opening. What we want to do with all of our new store Grand Openings, is make an event that people will remember. We want people to walk away with a big smile on their face and a great memory,” commented Paul Charlebois, Marketing Manager for Blenz Coffee.

“SFU had many options and a number of companies would have jumped at the chance to have such a high profile location! SFU is known as a premier educational facility in this part of the world,” says George Moen President of Blenz Coffee. “We are excited and happy that Veronica will be leading yet another Blenz team and continue to provide outstanding customer service and a wonderful product to the students and staff of SFU on the Surrey Campus.”

About Blenz The Canadian Coffee Company™

Blenz Coffee is a premium retailer of coffee, tea and other innovative and delicious specialty beverages. All of Blenz's beverages are made in-store from only the highest quality ingredients available. Blenz operates a network of over 85 franchise locations, with over 50 in British Columbia and 35 internationally. Blenz Coffee is proudly Canadian!

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