

Blenz Coffee Offers their Americano as the Freshest, Most Perfect Perk -Up

Blenz Coffee shops throughout BC are reintroducing their Americano as an alternative to drip coffee, promising the freshest, most perfect perk-up.

Vancouver, BC – December 31, 2009 Blenz Coffee describes their Americano as the freshest and most perfect coffee beverage because each new Americano is made to order using the perfect quantity of premium coffee beans which are ground immediately before the espresso is shot.

Furthermore, the freshly ground premium coffee beans used to make the Americano are Blenz Coffee's exclusive "Competition Blend" espresso beans which have been selected from the top 2% of the world's finest Arabica beans, roasted to yield an exquisite crema in a dark, rich, smooth extraction with a sweet and satisfying finish.

In a video promoting the Americano, the Blenz spokesperson sets the scene saying, "It's cold out, it's early, and you need to wake up." Nobody knows those cold, early mornings better than Maëlle Ricker, Winter X Games and World Cup gold medalist, and snowboard cross Olympian. A long-time Blenz customer, Maëlle is featured on Blenz Coffee's posters promoting the Americano during the month of January, 2010. Maëlle says, "In the morning, the Blenz Americano is my favourite coffee." Blenz is sponsoring Maëlle's snowboard cross training and has created a special website entitled "What does Canada Mean to You?" where Canadians can post their thoughts and messages of support.

Blenz Americano has become the beverage of choice for many coffee aficionados seeking a fresh delicious perk-up for those cold mornings.

About Blenz The Canadian Coffee Company Ltd™

Blenz The Canadian Coffee Company Ltd is a premium retailer of handmade specialty coffees, organic teas and other innovative beverages. All Blenz Coffee's beverages are made in-store from only the highest quality ingredients available. World class barista training and a drive to provide a superior customer experience has fuelled their steady growth. Blenz Coffee now operates a large network of franchise locations in British Columbia and abroad including Japan and the Philippines.

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