

## **Blenz Coffee Launches BlenzGiftCards.com**

Blenz Coffee launches an online portal for their customers to enjoy one-stop shopping for customizable, personalizable gifts of delight and convenience to fit any budget - one size truly fits all.

**Vancouver, BC – November 26, 2009** Gift cards have become a very popular non-monetary gift option appreciated by men and women alike. Blenz The Canadian Coffee Company has launched BlenzGiftCard.com to provide customers and businesses a simple way to shop online, to give the gift of delight - not to mention convenience. “We are excited to offer our customers a new way to give their friends and business associates the gift of a visit to their favourite coffee shop,” says George Moen, president of Blenz. “Gift cards offer a quick, no hassle way to perk up anyone’s day with a delicious beverage and light snack.”

BlenzGiftCards.com was launched to provide an online portal to five different options for Blenz customers to send gift cards – offering Blenz branded gift cards, Blenz holiday-themed gift cards, personalized photo gift cards, and customizable co-branded gift cards for businesses; also available through the portal are SPC Cards, a discount card exclusively for students.

The Blenz gift card is a convenient way to give the gift of the Blenz experience. During the Christmas season, Blenz gift cards and gift card holders are available with a festive holiday motif. And, Blenz gift cards are reloadable in person at any Blenz store or by phone – and phone reloads get a 10% discount.

For businesses and organizations, Blenz offers customized co-branded cards printed in bulk for use as a promotional device. Preloaded and reloadable co-branded gift cards are ideal for use as gifts for staff recognition or customer appreciation, and co-branded card partners are featured on the Blenz Media Network seen in Blenz stores, and profiled on the BlenzGiftCards.com website and in Blenz Coffee’s bi-monthly newsletter, “The Extra Shot”.

Photo Gift Cards are personalized, prepaid and reloadable Blenz gift cards which have been decorated with the customer’s own photo and text, easily uploaded through the BlenzGiftCards.com interface.

SPC Cards give budget-conscious students access to membership benefits including discounts, contests and special offers from Blenz Coffee and a wide assortment of other retailers.

For Blenz Coffee customers looking for a convenient way to give the gift of delight this Christmas, BlenzGiftCards.com is one-stop shopping, ease and convenience in gift giving, choice of gift card, options for customization and artwork, and discounted preloading and reloading options to suit any budget!

### **About Blenz The Canadian Coffee Company Ltd™**

Blenz The Canadian Coffee Company Ltd is a premium retailer of handmade specialty coffees, organic loose leaf 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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