

Blenz Coffee Launches The Opulent Collection

Vancouver, BC – September 8, 2009 Blenz Coffee has long been known not only for their coffee beverages, but also for their exceptional tea selection. Today, Blenz' specialty tea program has been transported to a new level with the launch of The Opulent Collection by Esprit Tea.

For over two years, Esprit Tea's Chief Tea Sommelier, Greg Lui, travelled the world, searching and researching far and wide to assemble an exclusive boutique anthology of the world's finest teas. During his research, Greg recognized that the chronicle of tea began along the ancient tea trails from the rolling hills of Yunnan, China, the birthplace of tea, to the grand Buddhist temples of Kyoto, Japan, to the soaring mountains of AliShan, Taiwan and to the majestic tea gardens of Nilgri, India before it reached the merchants of Old England. No other plant in history has shaped dynasties and world culture like the tea plant. Tea is a gift from nature. It is the most divine of drinks. Tea is a jewel that is comparable to wine and chocolate in its diversity, its cultivation, its flavours, its origins and its allure.

Greg says, "For me this tea compilation is a labour of love two years in the making, researching taste trends, talking to customers, communicating with artisan tea growers, and consulting with master tea blenders." He goes on to say, "I hope you will enjoy the teas as much as I enjoyed bringing them to you."

The Opulent Collection includes certified organic and fair trade teas of a quality equal to or superior to the teas served at world-renowned resorts and spas and the most discerning restaurants. Whether green, white, oolong, black or herbal, the teas of the Opulent Collection are shipped direct from the plantations to ensure optimum quality and freshness.

The Opulent Collection has been designed such that tea aficionados are sure to find the tea best suited to please their palate. Blenz augmented an already excellent collection of teas with five completely new taste profiles. Now all 17 varieties of tea in The Opulent Collection are available at all Blenz Coffee locations. Visit Blenz Coffee to experience the difference of a cup of premium organic loose-leaf tea from the Opulent Collection – exclusive to Blenz Coffee.

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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