

Protein Shakes coming to your neighbourhood coffee shop in BC

Blenz Coffee Launches New Beverage Category for Health & Fitness Conscious Consumers

Blenz Coffee shops throughout BC are offering a new beverage line of protein, each handmade to order using real whole ingredients and 30 grams of whey powder.

Vancouver, BC – for release May 15, 2010. Now the health conscious consumer will be able to pick up a delicious and nutritious protein shake at their neighbourhood Blenz Coffee. The Blenz Protein Shake is made to order with top quality ingredients including real fruit, real Belgian chocolate, high quality premium matcha, yogurt, and a full 30 grams of whey powder. The launch of the Blenz Protein Shake will make Blenz Coffee the first coffee shop chain in BC to offer this drink category.

Blenz Coffee began test marketing Protein Shakes in the early months of 2010 and found that new segments of the market were visiting daily to pick up their protein booster or meal replacement. The assortment of flavours ensures mass appeal, with flavours including Strawberry-Banana, Power MochaChillo, Mixed Berries, PB Banana Chocolate, and Power Matcha forming the core menu.

George Moen, the president of Blenz Coffee, is very enthusiastic about the launch, particularly as he himself often opts for one of the new Blenz Protein Shakes as a healthy meal replacement. Says George, "We're responding to the market's demand for a healthy meal alternative, and we're excited that we can do so while maintaining our high standards of delicious, authentic, natural and handmade beverages with top quality ingredients."

"Blenz Coffee's Protein Shake is a perfect fit for our brand," adds Tak Aramaki, vice president of Blenz Coffee, who has been developing recipes for the company for the past 10 years. "Since its beginnings in 1992, Blenz Coffee has been very careful to provide only the best tasting and quality products for our customers, and we're proud to continue the tradition with our version of the protein shake."

Blenz Coffee has partnered with local fitness company, Fitness On The Go, to launch their new Protein Shake who will be offering an in-store draw prize of \$1000 gift certificate towards personal training. There will be other joint campaigns in conjunction with the Blenz Protein Shake promotion over the course of the promotion.

About Fitness On The Go

Fitness on the Go is a ten unit franchise system open in British Columbia, Ontario and Quebec since 2005. Fitness on the Go is dedicated to helping people reach their fitness goals. They make fitness easy and affordable by sending a certified personal trainer to client's homes to guide them through an exciting, effective workout on their schedule. Their trainers bring all the necessary equipment with them, teach how to exercise safely and efficiently, and help clients to stay motivated. No wonder thousands of people are enjoying continued success with Fitness on the Go.

For more information on Fitness on the Go please contact:

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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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