

## **Blenz barista Philip Wang perseveres, pours his way to the podium in Las Vegas**

**Las Vegas, Nevada – June 15, 2009** Blenz The Canadian Coffee Company Ltd. proudly announces that their very own Philip Wang has brought home another Millrock Latte Art Competition trophy.

The Millrock Latte Art Competition is the marquis event of Coffee Fest, the premier North American coffee and tea tradeshow. Spectators and competitors alike gather to watch latte artists pour intricate designs of steamed milk into dark, creamy espresso to produce a perfectly balanced latte beverage.

The Millrock Latte Art Competition is a globally recognized latte art competition, and the most recent competition took place in Las Vegas this past weekend, June 12 through June 14. As a member of “Team BC”, sponsored by Blenz Coffee, Wang and fellow Blenz barista Tony Tsai were flown to Las Vegas to compete in a field of 40 baristas representing the crème de la crème of latte artists from around the globe, each selected to participate by an expert jury based on their submitted sample photos and essays.

Wang and Tsai both poured well enough in Friday’s preliminary round to finish in the Top Ten. After Saturday’s competition, the results posted showed that Tsai and Wang had both been bumped, but after Wang showed the judges an error in their scoring tabulations, it was revealed that he had come in at 8<sup>th</sup> place, which allowed him to compete in Sunday’s Finals. On Sunday, Wang placed his bet on his signature rosetta pour, which first put him into a five-way tie for third place, then into a two-way tie for third, until finally, he was able to persevere under enormous pressure to emerge as the true third place finisher. “I was very nervous. I felt like all my energy was drained after the competition, but I am happy now that I finished in 3<sup>rd</sup> place,” Wang said, “I hope I can bring back 1<sup>st</sup> place next time!”

The judges placed Nathan Black from Brothers K Coffee House in Evanston, IL in second place, and Chris Deferio of Carriage House Cafe in Ithaca, NY is the first place finisher.

Blenz baristas have built a very strong reputation at the Millrock Latte Art competition over the years. In 2007, Blenz Coffee’s director of training, Layla Osberg, earned two first place finishes at the Millrock Latte Art Competitions in Atlanta and in Seattle. Sunday’s trophy adds significantly to Blenz Coffee’s brand culture as a coffee chain offering world-class latte art.

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

Blenz The Canadian Coffee Company Ltd is a premium retailer of handcrafted coffee, tea and other innovative and delicious specialty beverages. All of Blenz’ beverages are made in-store from only the highest quality ingredients available. Blenz’ commitment to serving a great cup of coffee, providing an excellent customer experience, and providing world-class staff training, has fuelled Blenz’ growth from its inception. Blenz operates a network of over 100 franchise locations in British Columbia, Japan, the United Arab Emirates, Kuwait and the Philippines.

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