

Blenz Coffee becomes a tourist destination with Vancouver & Whistler Illustrated

Vancouver, BC – August 7, 2009 A new partnership was mapped between Blenz Coffee and Vancouver & Whistler Illustrated which will drive tourists into these local coffee houses with free tourist maps.

Vancouver & Whistler Illustrated has been creating free tourist maps for the past eight years and has become a significant resource for people seeking tourism information on Vancouver and Whistler. This year Blenz Coffee has been integrated into these maps with icons identifying all 20 Blenz Coffee locations in Downtown Vancouver and Whistler Village.

Blenz Coffee has also become one of the major distributors of these maps, making them available to customers in their stores. “A significant number of our customers in these core areas are visitors, and by carrying these maps we are able to provide more value to them,” commented George Moen, president of Blenz Coffee.

The 2009 Maps & Directory from Vancouver & Whistler Illustrated is now available at various tourist destinations and Blenz Coffee locations in Downtown Vancouver and Whistler.

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 Coffee’s beverages are made in-store from only the highest quality ingredients available. Blenz Coffee’s commitment to serving a great cup of coffee, providing an excellent customer experience, and providing world-class staff training, has fuelled its growth from its inception. Blenz Coffee operates a network of franchise locations in British Columbia and abroad including Japan and the Philippines.

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