

## **Second Blenz in Vernon: first drive-thru in the chain**

**Vernon, BC – November 3, 2009** Blenz The Canadian Coffee Company will open the doors to their second location in Vernon today. Only 3 months after opening the first Vernon store, the 56<sup>th</sup> store in BC marks the first drive-thru location in Blenz' 17-year history.

Situated in northern Vernon in the centre of a rapidly developing area, this Blenz is bordered by the highway, mountains, a new casino, and Vernon's only Real Canadian Superstore right across the street. With most of the neighbourhood's population driving this route daily, Blenz could not ask for a more ideal drive-thru location.

The store is owned by Caroline and Trevor Koenig, the same proud franchised partners of the first Blenz in Vernon. They welcomed friends and guests to their grand opening party last night. The event was attended by Blenz vice-president Tak Aramaki and VP of development Larry Kinash, who congratulated the Koenigs as well as Okanagan master franchisors David and Nancy McDougall and Graham and Carol Hawkins for the store's successful grand opening.

For the Koenigs, integrating the drive-thru component means extra equipment and training, but by making the Blenz experience more accessible to the customer, both the customer and Blenz win.

"Caroline and I are both very excited to be part of Blenz' history with our drive-thru store," exclaimed Trevor Koenig. "By offering quality products and inviting meeting places for Vernonites at two Blenz locations in Vernon, we hope to further develop our relationships within the local community."

It took dedication from the entire team at Blenz to carefully design their first drive-thru store. The Okanagan master franchisors worked closely with senior designer Robert Cushing to ensure maximum efficiency and service while maintaining the integrity of the Blenz brand. "It took a lot of fine-tuning on David and Graham's part to incorporate the drive-thru elements into the traditional store layout," states Tak Aramaki, praising the work done by the Okanagan master franchisors. "We are all very pleased with the results."

The new Vernon location will be open from 6am to 10pm, seven days a week.

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

Blenz The Canadian Coffee Company Ltd is a premium retailer of handcrafted coffee, organic teas and other innovative 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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