

Blenz The
Canadian Coffee
Company Ltd.

Dear Reader,

This issue is jam packed with articles and photos full of people you may know.

The baristas of the Blenz community have stepped up in their latte art skills and are impressing industry people everywhere! Just take a look at the photo to the right!

Feel free to take this newsletter and do the "Blenz Trivia" on the back page.

Nanako Aramaki
Chief Editor

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EXTRA Shot

News From Around The World of Blenz Coffee

Issue 8

May / June 2009



Blenz Baristas Bring World-Class Game



Winning latte art by Blenz Library Square barista Tony Tsai. Its originality, creativity, balance, definition, and level of difficulty scored high in the judges' books which resulted in Tony's victory in the latte art competition.

By Layla Osberg

The March 2009 Blenz In House Latte Art Competition (BIHLAC) was highly anticipated by our Blenz Baristas to begin with, but as soon as the word got out that the prizes were getting bigger and better, the Blenz latte art community came out in droves to sign up to compete. With the chance to win 1st, 2nd, and 3rd place cash prizes of \$500, \$250, and \$100, it's no wonder that the turnout is higher each time. The announcement that really upped the ante was that the top 3 baristas would join Team BC with the opportunity to be sponsored by Blenz to compete in international latte art competitions.

There was a Qualifying Round

with judges Kengo Tajiri, Zoe Wethersett, and Tak Aramaki, who chose the top 5 baristas who then went on to compete in the Final Round held at the Blenz National Sales Seminar in front of a gathering of all Franchised Partners. It's a good thing baristas generally have steady hands!

Round One was held at Blenz Library Square, which was jam-packed as usual with friends, family, and curious spectators. Most of the competitors were veterans of the BIHLAC, and produced outstanding latte art. The competitors to reach the top five were Philip Wang and Ellie Oh of Blenz Yaletown, Tony Tsai and Lindsay Weimer of Blenz Library Square, and Wayne Liu from Blenz Burrard and Robson.

For the final round, friends, co-workers and fans found their way in to the Blenz National Sales Seminar meeting room to cheer on their baristas as they came forward, one by one, to create their finest latte art.

Audiences have come to expect to be entertained not only by the baristas' latte art, but also by their passion and unique personalities. Most memorable this year were the ever-changing rainbow coloured leggings worn for Round 1 by Kelley Spellan (Whistler), the amazing magic tricks from Wayne Liu, the steady hand of Lindsay Weimer, and the overflow of emotion from Tony Tsai, who hugged George Moen (President of Blenz) – 3 times!

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New Blenz latte art champion Tony Tsai hugs Blenz President, George Moen, at the March 2009 BIHLAC.

Blenz Coffee Customer Profile

Kim Elton



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Kim Elton is a senior marketing and advertising professional with over 30 years of experience in broadcast, film, and music production as well as marketing and advertising. He owns a consulting firm, Elton Communications, which specializes in strategic marketing programs that utilize the internet, is the author of a popular business publication called "Net Benefits", and is the founder of Vancouver-based Mambo NetCommunications and the "iMambo" marketing management program which manages and coordinates the most powerful marketing applications on the internet. With his extensive marketing background, Kim understands the importance of innovation when it comes to working with other companies. Blenz, with its innovative use of gift cards, provides an opportunity for him to invite his clients to meet and do business over a great cup of coffee.

Want to know how to get your profile in the next issue of **EXTRA Shot**?
E-mail us at newsletter@blenz.com.

Latte Art Photo Contest

March—April 2009

FIRST PLACE



Similar to his pour at the BIHLAC, the "Matcha Love" by Wayne Liu wins him the title in this Latte Art Photo Contest.

Second Place



The "Tabby" and "Ogopogo" by Emily Cavanagh from Blenz Pandosy tied for 2nd place.

Third Place



"The YAYA" by YaWei Lin from Blenz Library Square.

This is a bi-monthly contest open to all Blenz Baristas. If you would like to see your best work in EXTRA Shot, please submit your photos to newsletter@blenz.com.



Blenz Tsawwassen owner Annu Sharma presents the prize for their Easter Bunny Hunt to Kylie Foote.



Blenz Director Sarah Moen with President George Moen at the Flamenco Rosario Fundraising Gala.

Blenz in the Community

1. Blenz Garden City's regular customers and friends put on a golf tournament on April 18, 2009. Read the article on page 3 for the full story.
2. Flamenco Rosario Art Society's 20th Anniversary Fundraising Gala was a success with the support of Blenz, who donated gift baskets for the silent auction.
3. Blenz Cares coffee and tea are now available at the North Shore Winter Club. Purchase of these products will directly support the club. Visit the club or www.blenzcares.com for more details.
4. Tsawwassen kids and their parents participated in an Easter Bunny Hunt at their neighbourhood Blenz. Over 200 people entered the draw to win an Easter Gift Basket.
5. Katherine Rhodes, a barista at Blenz Horseshoe Bay, has been raising funds to run in San Diego's Rock 'n Roll Marathon for Blood Cancer research and prevention which takes place on May 31, 2009. Her in-store pledge box is filled with customers' donations and her boss Alf Haley's contributions, raising over \$4500!

Wendy Wins The Hearts of Whistler

By Nanako Aramaki

We all know Wendy Kendall as the bright, energetic, and enthusiastic operator of Blenz Whistler. Now she will also be known as Whistler's Best Barista.

This year's Whistler Spirit At Work Awards voters chose Wendy as their favourite barista.

Blenz has been raking in the awards this year, winning the

WestEnder readership poll for best coffee shop, and most recently Blenz Lonsdale coming in 2nd place in the North Shore News in the same category. It would be interesting to see how many more we will win this year.

Whistler's Best Barista and Blenz Operator Wendy Kendall.



Blenz Latte Art Competition

Continued from page 1...

— when he learned he'd been awarded first place with his jaw-droppingly beautiful pour.

Second place went to Wayne Liu — could his magician's skills be the reason he's so

good at latte art?! Third place went to Philip Wang, a past champion of the BIHLAC.

There are no amateurs at the BIHLAC; everyone brings something very special to these competitions, and with each new competition, we see more extraordinary latte

art performances. Congratulations to all the competitors including Philip, Wayne and Tony — the top three for March 2009.

Watch out— Tony and Philip signed up for the Las Vegas Millrock Latte Art Competition in June!

Blenz Coffee Customer Profile

Salim Lakhani



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If you ask Salim Lakhani how he came to run his own printing company, he will quote Plato: "Necessity is the Mother of Invention". He once was an Event Promoter producing large events in Vancouver where he would outsource the numerous print jobs involved in promoting events. As the printers' turnaround times were typically too long, he often found himself printing his own promotional material with his friend's father's press. What began out of convenience soon flourished into a full-fledged business venture as others wanted the same quick turnaround that he was producing. Salim incorporated Ultra X-Press Printing in 2001 which has been growing through word-of-mouth ever since. Salim believes Blenz is a great place for business meetings particularly with the free internet, but also because of the great selection — there's something for everybody!

Golf Tournament Brings Blenz Regulars Together

By Larry Langton

The first annual Blenz Gang Open Golf Tournament was held on April 18, 2009 at the Country Meadows Golf Course. The tournament players are from the "Hot Stove League" that meet every morning at Blenz Garden City in Richmond, BC. They include retired RCMP officers, a Budding Politician, a fearless fireman, the owner/operator of Blenz Garden City Lito Subion, and several other well established gentlemen.

The event was enjoyed by all

and was a success with great weather. Here are some of the many highlights: Howard's near hole in one as he comes in second place; Brian's magnificent putting on difficult greens; Wayne breaking the chair (you had to be there); and Ben for playing his first round of golf ever, earning the nickname "Ben Hogan".

The trophy winners are Dave MacLean, Adam Oliver, Chris Hawrysh, and Wayne Topham.



The 24 participants of the first annual Blenz Gang Open Golf Tournament at the Country Meadows Golf Course.

The organizers of the golf tournament would like to send a special thank you to the Blenz Store Support Centre for their support and prizes, Pioneer Pub for the gift certificate, and Dave, Debra, and all the staff at Country Meadows Golf Course for all their help.



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Upcoming Blenz' Events

May 10, 2009

Mother's Day

Enjoy "Tea For Two" at participating Blenz locations.

May 18, 2009

Victoria Day

June 11-13, 2009

Millrock Latte Art Competition in Las Vegas

Blenz Baristas to compete—a good reason to go to Las Vegas!

June 21, 2009

Father's Day

Blenz Welcomes New Faces at Metropolis and Semiahmoo



Blenz Metropolis owners Sam and Melody Khashayar.

By Zoe Wethersett

Blenz Coffee would like to welcome two new franchised partners to our growing chain.

In February, Sam and Melody Khashayar took over the Blenz location at Metropolis and have been enjoying their new store ever since. Originally from Iran, Sam and Melody lived in Dubai and moved to Canada less than a year ago, but have been planning to own a Blenz Coffee for approximately four years. Owning and working in Blenz is a very new experience for Sam

and Melody; they love working with their employees and talking to their customers every day.

In March, Lucy Yang took over the Blenz location at Semiahmoo Mall, working with her husband Milton and her son Edward. Lucy and her family have always enjoyed visiting and spending time at cafés. Now that she owns her own coffee shop she loves talking to her customers and visiting with her regular customers that come in everyday.



Lucy and Milton Hui, the new franchised partners at Blenz Semiahmoo in White Rock.



This issue's
Latte Art by
Aki

"The Lloyd
Sisters"

Aki Tokuhara is an Administrative Assistant at the Blenz Store Support Centre.

Blenz Trivia

- When was Blenz The Canadian Coffee Company Ltd. founded?
A) 1987
B) 1992
C) 2000
- How many Blenz locations are there in BC?
A) 46
B) 51
C) 54
- What year did Blenz introduce Matcha Latte to the chain?
A) 2004
B) 2005
C) 2006

Please submit your answers to newsletter@blenz.com for a chance to win a \$20 Blenz Card.
Offer ends on June 30, 2009.