

Blenz The Canadian Coffee Company Ltd.

Dear reader,

We have lots of exciting announcements to make, and although EXTRA Shot is a great read, you can find our latest news on blenzblog.com or by following us on twitter @blenzcoffee.

This issue features an article written by a Blenz customer (page 3) who is passionate about our brand. Blenz feels fortunate to have such loyal customers that love and care about our brand. If anyone is interested in writing an article for EXTRA Shot please contact me at newsletter@blenz.com.

Enjoy!

Nanako Aramaki
Chief Editor
EXTRA Shot

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EXTRA Shot

News from around the world of Blenz Coffee

Issue 11

November / December 2009



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



Blenz Vernon North on Anderson Way in Vernon, BC. This location marks the second Blenz in Vernon and the first drive-thru for the chain.

By Nanako Aramaki

Blenz Coffee will open the doors to their second location in Vernon on November 3, 2009. Only three months after opening the first Vernon store, the 56th 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 population driving into the neighbourhood, 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 Blenz in downtown Vernon. Their first location was success-

fully transformed into Blenz and continues to thrive as the central hub of Vernon. There is no doubt that the Koenigs will bring the same energy to their second store. For them 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

David and Nancy McDougall and Graham and Carol Hawkins 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 was designed with both style and comfort in mind. Those that have already seen the interior have commented on the upgrading finishes and "lounges" feel unlike any coffee shop in Vernon. It will be fully stocked with the newest digital menu, digital poster monitor, and POS systems. With the drive-thru, the customer experience will be enhanced with convenience as the store will be open from 6am to 10pm, seven days a week. This Blenz is sure to be a hit with both locals and visitors alike.



Trevor and Caroline Koenig, owners of the two Blenz locations in Vernon.

Blenz Coffee Customer Profile

Anne Stadnyk



Company: Say It Now
Email: anne@sayitnowinc.com
Website: www.sayitnowinc.com
Telephone: 604.328.0336

Graduating with a BA in Psychology, it took a few years working for other companies as a Social Worker, HR Manager, Food Service Manager and Sales Executive for Anne to finally venture out on her own. Aiming to give her customers outstanding service, she incorporated Say It NOW! in Coquitlam, BC in 2004 with one goal being to help her son get a university degree, get drafted into the MLB, or both. A promotional products company, Say It Now! puts YOUR BRAND on a mug, pen, t-shirt, cap or 1000's of other products so that when people see it on their desks or wear it, they THINK OF YOU. The company developed by networking and has added strategic alliances with lower mainland companies also in the business of marketing and promotion. When they say 'Thank You' for your business, they do it with a Blenz Card.

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

Super Latte Art Photo Contest Winners September 2009

First Place 



Barista: Hiromi Miyazaki
Location: Blenz Granville & Nelson
Prize: \$500

Second Place



Barista: YaWei Lin
Location: Blenz Library Square
Prize: \$300

Third Place



Barista: Pheleen Yu
Location: Blenz Ackroyd Plaza
Prize: \$200

Best of luck to all baristas that have entered the October 2009 contest!

Friends of Blenz



Blenz vice president Tak Aramaki posing with the creator of latte art and coffee culture David Schomer. Mr. Schomer was pouring espressos for attendees at the September 2009 Coffee Fest in Seattle.



Blenz Davie and Bute's new franchised partner Biju Tamrakar at his neighbourhood party on September 17, 2009.



Blenz executive assistant Linda Olsen sits on a flex chair at the "Sit How You Want" contest at Blenz Bentall 5.

Blenz shines brightly at the Entrepreneur Showcase 2009

By Linda Olsen

October is Small Business Month and on October 7th, Small Business BC held their successful networking event, The Entrepreneur Showcase. Presenters included Blenz Coffee, Flying Wedge Pizza, Gum-Drops Wet Weather Boutique, Browns Social House, Web-names, Men In Kilts, Kin's Farm Markets, Twin Berry Farms, La Petite Spa, and West Coast Air, among many others.

When the organizers of the Entrepreneur Showcase approached George Moen, Blenz president, to ask him to be their featured speaker, he did not hesitate. As a self-proclaimed "Serial Entrepreneur" who began his first business while still a college student, George knew he'd feel right at home with the crowds that gathered to share and pro-

mote Small Business in BC.

The Blenz table was one of the most popular in the entire showcase with a long lineup all night long. That was probably because we were serving cafe lattes and macchiatos with beautiful art poured by two of Blenz world-class baristas, Layla Osberg and Philip Wang. Larry Kinash and Matthew Moadebi were on hand to answer queries about franchising with Blenz, while Nanako Aramaki and Greg Lui mixed and mingled with the showcase participants and attendees, and picked up some important contacts for Blenz.

As a featured speaker for this popular and well-attended networking event, George had the attention of the entire room as he shared some of the most important lessons he's learned in his 35-plus years in busi-



Blenz President George Moen at Small Business BC's The Entrepreneur Showcase on October 7, 2009.

ness. George's advice to the entrepreneurs, whether new or well-seasoned, was to remember to always... Pursue Your Passion, Work To A Plan, Have A Mission, Fail Forward, Pursue a Debt-Free Life, Diversify, Always Be A Student, Network, Mentor, Protect Yourself and

Your Family, and Never Ever Quit.

You can read a more detailed account with his comments on each of these pieces of advice in his blog at www.georgemoen.com.

Building a community - one cup at a time



Cindy Ho (middle) with Blenz SFU Kiosk owner Tanya McCarthy-Goode (left) and Blenz Central City owner Veronica Rulens (right).

By Candy Ho
**Student Life Coordinator,
 SFU Surrey Campus
 Favourite Blenz Drink:
 Matcha Latte with Peppermint**

At first glance, Blenz may appear to be a coffee company, but at Simon Fraser University's Surrey campus it's become an integral member of our campus community. Of course many students, staff and professors couldn't begin their days without their favourite caffeinated beverage; they also couldn't enjoy many of the campus initiatives and events that otherwise wouldn't be possible or as spectacular without the generous support and contributions that Blenz managers - a mother and daughter team - Tanya Goode, Ronnie Rulens, and their staff provide on a daily basis.

For example, Blenz is a proud sponsor of our Orientation program, which welcomes over 300 new students each Fall. Not only do they provide morning snacks and coffee for our 60 volunteers, Blenz also facilitates coffee meetings where our Orientation Leaders take new students out for coffee during the first month of class for free! Nothing wins students over more than free coffee and treats!

Through the Blenz Cares Program, our SFU Surrey student scholarships and bursaries also grow, with proceeds from SFU Blenz Coffee bags going directly to fund students' education.

Blenz staff are also some of our best friends, knowing exactly how to make the perfect drink and giving me my best matcha fix in times of stress!



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Upcoming Blenz Events

November 9, 2009	Blenz Japan Latte Art Competition in Tokyo, Japan
November 11, 2009	Remembrance Day
December 25, 2009	Christmas Day
December 26, 2009	Boxing Day

Blenz Tea Facs:

Catechins in green tea may help reduce degradation of cartilage

An Apple Cider a Day...

By Zoe Wethersett

It's that time of year again to start looking for the "Holiday Classics" at your local Blenz Coffee. This year we have made a couple of changes to the standard line-up; one being our Classic Apple Cider. We have a brand new product in our stores that is made right here in Chilliwack, BC, at a family owned and operated fruit farm.

Some of you may have given our Classic Apple Cider a shot last year and weather you liked it, loved it, or maybe even decided it wasn't for you, I strongly recommend giving it another shot this year.

Our recipe has been bumped up a few notches and is now made with unfiltered, unsweetened 100% pure organic apple cider, a splash of cinnamon syrup to give it that seasonal flavour, and

finished off with fresh whipped cream and a dash of cinnamon sprinkles.

Now if that doesn't make you want to go order one right now I'm not too sure what to tell you. Enjoy!



Blenz' Classic Apple Cider - now available at all BC locations.

Blenz Sudoku

1		6			9		8	
			6			9		
		8		5	4			
	7							9
	9	2		1		3	5	
4							2	
			2	9		5		
		4			7			
	5		3			6		1

Last issue's Word Jumble answer:

Citrus Twist Dragon Well
 Mango Rooibos
 Lemon Ginger Yerba Mate
 Tangerine Sencha
 Orchard White Peony
 "THE OPULENT COLLECTION"