

## **Blenz Coffee Opens at Pulse as a Beacon of Welcome and Warmth**

**Vancouver, BC – December 15, 2009** Residents and workers in the Arbutus and Broadway area of Vancouver turned out in droves Monday evening to welcome their new neighbourhood Blenz with open arms, and were shown a warm welcome in return. Blenz is located in the new Pulse Building at the corner of Broadway and Maple, and attracted family, friends, and neighbours, all unconcerned that an epic snowfall was due to start at any moment.

New Blenz Franchisees Kul and Surinder Sahdra and their staff prepared for the opening of their store with in-depth training programs at Blenz Coffee Academy. Baristas and servers were able to handle the steady stream of party guests, serving up free beverages and treats with ease and expertise. The most popular menu item of the evening was Blenz' famous Belgian Hot Chocolate – the best ammunition for pending snowfall.

Guests enjoyed their treats in the warm and welcoming contemporary environment, its upscale atmosphere expressed in the lofty ceilings, wooden tables, stone flooring, and comfortable leather seating arranged to accommodate intimate groups and large gatherings.

“When we decided to go into the coffee business we looked carefully at all the options, but it was clear that Blenz was the best choice for us,” says Surinder. “We felt that Blenz was really the class of the field.” As a transit supervisor, Surinder and his colleagues often chose Blenz Coffee shops for their meetings because they could gather comfortably around the communal table for their discussions. In fact, when Surinder's transit colleagues came to wish the couple well in their new venture, they quite naturally took their seats at the communal table where they met the president of Blenz, George Moen.

“We're really excited about this Blenz location. The neighbourhood is well-established, but it's also dynamic and growing,” George remarked. “Kul and Surinder are going to be great Blenz brand ambassadors. They're already building relationships with the people who live and work in the area. They've made an effort to provide a warm and welcoming environment where their guests can comfortably enjoy a beverage or a light meal, whether they come with friends or colleagues, or on their own to spend some time working online between meetings, or to simply relax and decompress.”

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

Blenz The Canadian Coffee Company Ltd is a premium retailer of handmade specialty coffees, organic teas and other innovative beverages. All Blenz Coffee's beverages are made in-store from only the highest quality ingredients available. World class barista training and a drive to provide a superior customer experience has fuelled their steady growth. Blenz Coffee now operates a large network of franchise locations in British Columbia and abroad including Japan and the Philippines.

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