

Blenz Wesbrook Opens with House Warming Party at UBC's MBA House

Blenz The Canadian Coffee Company Ltd. proudly announces the grand opening of Blenz Wesbrook, in the lobby of MBA House in Wesbrook Place, the newest development of the UBC neighbourhood.

Vancouver, BC – August 11, 2009. Aman and Amrit Dhanoya proudly opened their new Blenz Coffee shop, located in the lobby of the recently completed MBA House at Wesbrook Place. With a grand opening celebration today, they invited the entire community of Wesbrook Place to the party.

This high profile location is situated on the sunny corner of the ground floor of MBA House, which was developed by UBC's Sauder School of Business to provide MBA students a world class residence with excellent facilities to encourage them to engage with each other, staff, faculty and alumni. Aman and Amrit opened the many doors to their store – wide glass doors to two sides of the lobby, to the street, and to the patio – beckoning residents and neighbours to visit, and visit they did. "Everybody has been so great. We really feel welcomed into the community," says Aman. "We're excited about building our business here, but we know we're also building friendships."

In preparation for the launch of Blenz Wesbrook, Aman completed a rigorous six-week training program with Blenz Coffee Academy. He has carefully gathered and trained his staff to ensure customers enjoy their Blenz Coffee experience, whether they arrive as large groups discussing scholarly matters, small groups enjoying a beverage, or individuals taking time out to relax and refresh.

Blenz Coffee's social retail perspective shines here with a thoughtfully furnished layout with communal tables for group discourse and comfortable low seating perfectly suited for more intimate conversation. Blenz Coffee offers free WiFi and plenty of electrical outlets to provide a convenient and comfortable place to work, research, recharge, and connect.

"We see a perfect correlation between the direction of the Blenz Coffee brand and the particular needs of the market at Wesbrook Place", says Larry Kinash, Vice President of Development for Blenz Coffee. "The community is already recognizing that Blenz Wesbrook offers the perfect meeting place for the neighbourhood."

To celebrate the grand opening of Blenz Wesbrook, Aman, Amrit and their team offered guests a variety of Shaken Iced Teas, specialty espresso drinks, and brewed teas. Caricaturist Ted Couling provided entertainment by recording the auspicious occasion with his unique style of "Latte Art". Blenz Coffee associates, suppliers, friends, and family joined the party to congratulate the Dhanoyas, bringing flowers, gifts, proud smiles, and messages of good luck.

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

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