

Blenz Coffee Responds to Fervent Fans of Belgian Hot Chocolate with Rubens Chocolate Prize Draw

Fans of Blenz hot chocolate know that nothing beats hot chocolate when it comes to putting a smile on your face and warmth in your soul. And the best hot chocolates are made with real Belgian chocolate. So Blenz Coffee has partnered with Rubens Chocolate for a chocolate lovers dream contest this month!

Vancouver, BC – November 29, 2009 Blenz Coffee is running their crowd-pleasing Belgian hot chocolate promotion for the month of December, in keeping with this traditionally chocolate-y time of year, and will be warming the hearts and souls of true fans of hot chocolate. And two lucky people will have the added thrill of a phenomenal Rubens Chocolate gift basket, each worth \$175.00. “We’ve enjoyed a really solid relationship with Blenz over the years, so we’re excited to be participating in this promotion. We’ve put together a sampling of our most popular treats for two lucky winners,” says Andy Kieselbach, product development and sales for JHS Chocolate Works, supplier to Rubens Chocolate.

For the past three years Blenz The Canadian Coffee Company has been serving a distinctly superior hot chocolate beverage made from authentic Belgian chocolate chips blended with freshly steamed milk, adhering to their core philosophy of making delicious specialty beverages strictly from scratch. Blenz Coffee customers have long enjoyed Blenz assortment of specialty coffees and loose leaf teas, but when Blenz began using Belcolade authentic chocolate chips to make their specialty hot chocolate beverages, an unexpected but very enthusiastic new fan base grew. Greg Lui, director of marketing for Blenz Coffee, describes the Blenz hot chocolate experience this way: “Its smooth, velvety texture and rich chocolate flavour make drinking this beverage a truly unforgettable taste experience. Whether you’re a fan of dark, milk, or white chocolate, Blenz offers a hot chocolate just for you!”

Loyal fans have been known to post their glowing proclamations of love for Blenz Belgian hot chocolate on Twitter, so the marketing team at Blenz has built a Twitter component into the marketing campaign to ensure that these fans are properly informed. If they miss the tweets, they’ll see the posters at all the stores and on the Blenz Media Network announcing: “It’s decadent. It’s delightful. It’s delicious. Blenz Belgian Hot Chocolate is one of the wonders of wintertime. Rediscover your love for chocolate at a Blenz near you.” The added bonus of a chance to win a basketful of some of the best chocolate available is sure to thrill these discerning crowds, who will be visiting their favourite Blenz Coffee shop to savour the delicious decadence, so generously soul-warming even in the chilliest of winters.

About Rubens Chocolate

Rubens Chocolate at Suter Brook Village, Port Moody, British Columbia is a destination chocolate store featuring beautiful locally made chocolates and gelato, in-store desserts and specialty beverages, and regular tasting events where people can learn more about single origin, organic chocolate, and Oxanti, a new dark chocolate which is higher in long-lasting anti-oxidants. For more information, email info@rubenschocolate.ca.

About Blenz The Canadian Coffee Company Ltd™

Blenz The Canadian Coffee Company Ltd is a premium retailer of handmade specialty coffees, organic loose leaf 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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