



THE SECOND CUP LTD.

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Second Cup® Spices Up Fall with a New Brand Positioning and Seasonal Favourites

Warm up this season with flavours of pumpkin, and some new limited time beverages.

TORONTO, Sept. 19, 2011 /CNW/ -

WHAT: Inspired by the Fall season, Second Cup launches exciting new drink creations today. Add some punch to the cool temperatures with limited time pumpkin-flavoured lattes and chillers, or warm up with the new Salted Caramel Hot Chocolate or Harvest Berry Tea. Second Cup also debuts its new tagline, "There's a little love in every cup™" - part of the company's new brand evolution.

All Fall drinks are available at over 350 Second Cup locations:

- Pumpkin Spice Latte: A deliciously creamy latte with a hint of nutmeg that tastes just like fresh pumpkin pie. Top it off with whipped cream for your favourite Fall dessert.
- Pumpkin Chiller: A fresh frappe-style Chiller which combines white chocolate and pumpkin for a sweet and creamy autumn treat.
- Salted Caramel Hot Chocolate: Second Cup's signature hot chocolate gets the velvet treatment with rich cocoa notes and a hint of salted caramel. The combination of sweet and savoury is the perfect little indulgence.
- Harvest Berry Tea: This tea and cider combination is packed with crisp, tart and refreshing flavour. Each sip offers the best of summer berries and fall apples, with a hint of black tea and cinnamon.

WHEN: Starts today - Monday September 19th, 2011

WHERE: All participating Second Cup locations across Canada

To find your local Second Cup please visit www.seconddcup.com or find us on [Facebook](#) and [Twitter](#).

ABOUT SECOND CUP

Founded in 1975, Second Cup is Canada's largest specialty coffee franchise operating more than 350 cafés across the country. All 4,000 Second Cup associates are trained Trusted Coffee Experts™ who handcraft over 1,000,000 coffee and tea beverages every week, and are committed to ensuring "there is

a little love in every cup." For more information, please visit www.seconddcup.com or find us on [Facebook](#) and [Twitter](#).