



TIM HORTONS INC.

Transmitted by CNW Group on : December 19, 2011 11:38

Tim Hortons lattes available today across Canada

The largest new specialty coffee introduction ever in the country is now available

OAKVILLE, ON, Dec. 19, 2011 /CNW/ - The addition of lattes, mocha lattes and cappuccinos made with premium espresso is the biggest new specialty coffee introduction ever in Canada. Available today at locations across the country and starting at only \$2, the new drinks offer guests a delicious, fast and convenient choice for lattes, at a value price.

"Tim Hortons' Lattes were launched last month in Ontario and feedback from our customers has been overwhelmingly positive," said Dave McKay, director of brand marketing for beverages, Tim Hortons. "The response has exceeded our expectations and we can't wait for the rest of Canada to try them."

Tim Hortons already sells more specialty coffees than all other quick service restaurants in Canada combined and the new lattes are a natural extension to the family of specialty coffees, Tim's Café Favourite, which includes French Vanilla Cappuccino and Café Mocha.

Tim Hortons coffee heritage began in 1964 when the company founder brewed his first pot. Today, the restaurant chain serves eight out of every ten cups of coffee sold at quick service restaurants in Canada, and two billion cups of coffee a year in North America.

Tim's Café Favourites now includes:

Classics

French Vanilla Cappuccino
French Vanilla Cappuccino Supreme
English Toffee Cappuccino
English Toffee Cappuccino Supreme
Café Mocha
Hot Chocolate
White Hot Chocolate
Apple Cider

Espresso

Latte
Cappuccino
Flavoured Latte
Flavoured Latte Supreme
Mocha Latte
Espresso shot (single or double)
Tea Latte

Beginning today the high-quality lattes and other espresso-based beverages made from 100% Arabica beans will be available across Canada and the United States at a value price.

About Tim Hortons

Tim Hortons is one of the largest publicly-traded restaurant chains in North America based on market capitalization, and the largest in Canada. Operating in the quick service segment of the restaurant industry, Tim Hortons appeals to a broad range of consumer tastes, with a menu that includes premium coffee, espresso-based specialty coffees including lattes, cappuccinos and espresso-flavoured shots, specialty teas, home-style soups, fresh sandwiches, wraps, hot breakfast sandwiches and fresh baked goods, including our trademark donuts. As of October 2nd, 2011, Tim Hortons had 3,871 system wide

restaurants, including 3,225 in Canada, 645 in the United States and one in the Gulf Cooperation Council. More information about the Company is available at www.timhortons.com.

For further information:

or to arrange an interview, please contact:

Michelle Robichaud
robichaud_michelle@timhortons.com
905-339-5047

Sheryl Davey
sheryl.davey@highroad.com
416-644-2274