



TIM HORTONS INC.

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Tim Hortons offers even more coffee for the ultimate coffee lover



OAKVILLE, ON, Jan. 16, 2012 /CNW/ - Tim Hortons announced it will be brewing its biggest cup yet, with this month's introduction of a brand new extra large cup. Beginning January 23rd, the new cup will offer coffee lovers across Canada a premium quality, extra large coffee at a value price.

To accommodate the brand new cup, the names of the other hot cup sizes have shifted: the original small is now extra small, the medium is now small and so forth. The change in names of the hot cup sizes will apply to all hot beverages - guests will still receive the same amount of coffee for the same price, only the name of the size has changed.

"We tested the names of the new hot cup sizes with our guests and the response has been overwhelmingly positive. Our guests also told us that they love our small eight-ounce cup, so we will continue to offer that size," said Dave McKay, Director of Brand Marketing for Beverages, Tim Hortons. "By shifting the sizes, we're able to provide coffee lovers with a full range of five size options: from extra small, all the way up to the new extra large."

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.

Image with caption: "New Extra Large (CNW Group/Tim Hortons Inc.)". Image available at: http://photos.newswire.ca/images/download/20120116_C4123_PHOTO_EN_8881.jpg

Image with caption: "The names of our hot cup sizes have changed. (CNW Group/Tim Hortons Inc.)". Image available at: http://photos.newswire.ca/images/download/20120116_C4123_PHOTO_EN_8917.jpg

Image with caption: "Tim Hortons (CNW Group/Tim Hortons Inc.)". Image available at: http://photos.newswire.ca/images/download/20120116_C4123_PHOTO_EN_8883.jpg



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