

Van Houtte® introduces its Canada-wide ambassadors

MONTREAL, Jan. 12, 2012 /CNW Telbec/ - Van Houtte®, Master Roaster since 1919, is continuing its tradition of innovation and has chosen well-known personalities who will act as ambassadors of its brand. These ambassadors will represent Van Houtte® in four target provinces—Ontario, Alberta and British Columbia and Quebec.

"By acting as personalities for the Van Houtte® brand, our ambassadors can share their expertise and passion for coffee based on their respective vision and profession. This will give consumers yet another way to get more out of their coffee culture," explained Isabelle Pasquet-Geairon, Vice-President of Marketing for GMCR Canada. "This initiative is in keeping with our innovative process that has led to a revamp of our visual identity and the launch of our COFFEE PROFILES™."

Four key regions, four ambassadors

Van Houtte® chose its ambassadors not only for their reputations in their own regions but also the values they share with the Van Houtte® brand: quality, passion, enthusiasm and innovation.

In Ontario, the role of ambassador will be carried out by James Chatto, an award-winning author and food critic. Mr. Chatto is currently a National Culinary Advisor and Head Judge for Gold Medal Plates. Mr. Chatto is also a freelance writer for a number of Canadian, American and British publications. Kelly Doody will don the Van Houtte® hat in Alberta: writer and culture enthusiast, Kelly owns her own public relations firm and is in the know about everything that goes on in her city. In British Columbia, renowned chocolatier and pastry chef Wendy Boys will be representing the Van Houtte® brand. Wendy Boys is the owner and operator of Cocolico, a popular Vancouver-based specialty dessert and chocolate company.

In Quebec, the Van Houtte® brand will be associated with Marc-André Royal, chef and owner of *Le St-Urbain* restaurant and bakery/catering service *La Bête à pain*. Marc-André won the Silver Gold Metal Plates in 2010 and the Bronze Gold Metal Plates in 2009.

In addition to representing and embodying the Van Houtte® brand over the next year, the ambassadors will participate in various brand-related events. They will also be part of Van Houtte®'s Web 2.0 strategy by contributing to the company's Facebook page and providing rich and diverse content for *C! The Coffee Blog* on VanHoutte.com. The ambassadors' on-line presence is in keeping with the brand's other communication initiatives, which include the services of two bloggers and community hosts in charge of creating enthusiasm for coffee.

"Depending on their field of expertise, the role of each ambassador will be to personalize the brand and enhance the coffee experience of consumers in their specific regions," explained Marie-Claude Dessureault, Director, Coffee Expertise. "Van Houtte® is well established and recognized in Quebec, and we believe that reinforcing our brand in other regions of Canada, where we have consolidated our distribution network, will help bolster widespread appreciation of the quality of our gourmet products."

About Van Houtte®

Van Houtte®, Master Roaster since 1919, is part of the wide range of brands of GMCR Canada Holding Inc. (GMCR Canada), the Canadian business unit of Green Mountain Coffee Roasters, Inc. With over 90 years of coffee expertise, Van Houtte® offers premium coffees and an innovative savoir-faire. Consumers can enjoy a large variety of Van Houtte® coffees whether they are at home, at work, or in a café-bistro. Van Houtte® coffees are available in bags and Keurig K-Cup® portion packs.

For more information, visit VanHoutte.com

About GMCR Canada Holding inc.

GMCR Canada Holding Inc. (GMCR Canada), the Canadian business unit of Green Mountain Coffee Roasters, Inc., offers a wide range of premium coffees in a variety of formats. GMCR Canada also offers Keurig® Single Cup Brewers and many beverages for use in the brewer. Consumers can enjoy GMCR

Canada products whether they are at home, at work, in a café-bistro and in other selling points. GMCR Canada markets flagship brands such as **Keurig**[®], **Van Houtte**[®], **Timothy's World Coffee**[®], as well as **Green Mountain Coffee**[®], **Tully's**[®] and **Café Escapes**[®] to highlight a few. For more information, visit the websites of Keurig[®] at Keurig.ca, Van Houtte[®] at MyMasterRoaster.com and Timothy's World Coffee[®] at Timothys.ca

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