

Tim Hortons launches lattes in 2,500 locations in Canada

*Largest new specialty coffee introduction ever in country;
Available November 14 in Ontario; mid-December in rest of Canada and U.S*

OAKVILLE, ON, Nov. 2, 2011 /CNW/ - Tim Hortons today announced the biggest new specialty coffee introduction ever in Canada - at more than 2,500 locations - with the addition of lattes, mocha lattes and cappuccinos made with premium espresso. Starting at \$2, the new drinks offer guests a delicious, fast and convenient choice for lattes, at a value price.

Building on nearly 50 years of coffee tradition, lattes will complement Tim's Café Favourites family of specialty coffees, which are already the most popular in Canada. The new drinks will be available at nearly 3,000 locations in Canada and the U.S.

A great latte starts with a great espresso. Roasted and blended using 100 per cent Arabica beans, the espresso-based lattes give guests more coffee options at Tim Hortons, with the same great value and convenience, everytime, everywhere.

"We carefully explored lattes for some time," said Paul House, Executive Chairman, President and CEO, Tim Hortons. "The unique blends we've developed deliver a rich, creamy drink, consistently and fast. With nearly half a century of coffee experience, we've learned how to produce premium coffee, consistently, at value prices."

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 Hortons' new espresso-based beverages are ideal for a relaxing break or a flavourful addition to any drink with an espresso shot.

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

Tim's Café Favourites now includes:

Classics	Espresso
French Vanilla Cappuccino	Latte
French Vanilla Cappuccino Supreme	Cappuccino
English Toffee Cappuccino	Flavoured Latte
English Toffee Cappuccino Supreme	Flavoured Latte Supreme
Café Mocha	Mocha Latte

Hot Chocolate
White Hot Chocolate
Apple Cider

Espresso shot (single or double)
Tea Latte

"We're also helping introduce high-quality lattes at a value price to people outside larger cities," said House. "A good latte isn't easily available in many communities. Now, anyone can enjoy a delicious latte in one of our thousands of locations, or grab one in a drive through window, any time of day."

"We're fortunate to have loyal guests who have made Tim Hortons the coffee leader in Canada and a strong regional competitor in the U.S. We expect our new lattes will be enthusiastically embraced."

Lattes and other espresso-based beverages will be available in Ontario starting November 14, and mid-December in the rest of Canada and United States.

About Tim Hortons

Tim Hortons is one of the largest publicly traded quick-service restaurant chain 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 July 3rd, 2011, Tim Hortons had 3,811 system-wide restaurants, including 3,189 in Canada and 622 in the United States. More information about Tim Hortons is available on the company's website, at www.timhortons.com.

Image with caption: "Tim Hortons today announced the biggest new specialty coffee introduction ever in Canada - at more than 2,500 locations - with the addition of lattes, mocha lattes and cappuccinos made with premium espresso. Starting at \$2, the new drinks offer guests a delicious, fast and convenient choice for lattes, at a value price. (CNW Group/Tim Hortons Inc.)". Image available at:

http://photos.newswire.ca/images/download/20111102_C9735_PHOTO_EN_5956.jpg

Image with caption: "Paul House, Executive Chairman, President and CEO, Tim Hortons, introduces the company's new specialty coffee lineup, including lattes, mocha lattes and cappuccinos made with premium espresso. The new drinks will be available at nearly 3,000 locations in Canada and the U.S. starting with Ontario on November 14. (CNW Group/Tim Hortons Inc.)". Image available at:

http://photos.newswire.ca/images/download/20111102_C9735_PHOTO_EN_5955.jpg

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