

SECOND CUP

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## **Second Cup Turns a Whole New Leaf with Fresh Teas and Tisanes**

*All Teas are Rainforest Alliance Certified™ and Served By Tea Experts*

TORONTO, Oct. 17, 2011 /CNW/ - Today, Second Cup launches its new line of Rainforest Alliance Certified™ whole leaf teas and herbal tisanes, creating a better taste profile for customers. After months of development, the new silken packaging and whole leaves will allow tea enthusiasts to experience a delicious and sensory beverage, brewed by the company's newly certified Tea Experts.

Second Cup's new line offers a smooth, fuller flavour in a new silken pyramid bag, with whole leaf tea providing customers with a premium flavour that reduces bitterness. There are several mouth-watering flavours including: Wildberry, Chai, English Breakfast, English Breakfast Decaf, Earl Grey, Green, Jasmine, Mint, and Chamomile.

### **Rainforest Alliance Certified™ & Expert Tea Training**

All of Second Cup's new teas and tisanes are Rainforest Alliance Certified™ and certified by the Ethical Tea Partnership. By introducing sustainably produced tea, Second Cup continues to show leadership in the drive for sustainably sourced products; Second Cup's work with the Rainforest Alliance last year led to a coffee portfolio that is 80% certified, with 100% of its espresso beans certified as sustainable. The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior.

"We are proud to offer a more premium, better tasting tea that is sustainably resourced while contributing to a better customer experience," says Stacey Mowbray, President and CEO of Second Cup. "Our company has fully embraced the opportunity to align our teas to the same quality standards of our brewed coffee. Our entire staff are now also certified Tea Experts, as they have all participated in our new tea training module to help better serve our tea drinking devotees."

The launch of the company's whole leaf tea line is supported with new television commercials, starring actual Second Cup employees sharing stories that show "there is a little love in every cup." The spots begin airing today, nationally. For a sneak peak, visit: <http://www.facebook.com/SecondCup> or <http://www.secondcup.com/blogs/new-line-of-whole-leaf-premium-teas/>

### **Social Media Tea Offer**

Today, Second Cup also announces a special offer to its customers via Facebook and Twitter. Friends and followers can watch for a secret phrase and then redeem a Buy One Get One brewed Whole Leaf Tea (any size) offer at all Second Cup location across Canada, on October 20<sup>th</sup>, 2011. See offer for details.

### **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.secondcup.com](http://www.secondcup.com) or find us on [Facebook](#) and [Twitter](#).

**For further information:**

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