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Canadian Coffee Chain Opening Third Café in the UK in Three Years

For Immediate Release

MISSISSAUGA, Ontario, Canada, November 27, 2015 - The Second Cup Coffee Company Inc. continues to win the hearts and taste buds of UK coffee enthusiasts as it prepares to open its newest location in Birmingham.

Expected to open in early December, Second Cup Birmingham will be located in the heart of Birmingham's - New Street's pedestrian promenade near Victoria Square, steps away from the newly renovated New Street Railway Station. “We are excited to introduce the residents of Birmingham to our delicious assortment of Rain Forest Alliance coffees, fantastic all leaf premium teas, decadent desserts, great sandwiches and salads and most importantly the relaxing, contemporary atmosphere Second Cup is known for globally,” said Franchise Partner, Jags Manhota excitedly.

The newest location in Birmingham is the third one to be opened by Second Cup UK. Currently, Second Cup fans have been visiting the two existing locations, located inside Manchester's Arndale Centre and at London's famous Portobello Road Market, to indulge in delicious drink creations, including innovative and exclusive coffee blends, espresso-based beverages, premium tea selections, iced drinks, fresh pressed juices, signature foods, all natural frozen yogurt and indulgent treats.

“This new location embodies what we aim to achieve with all of our Second Cup cafés around the world; to create a warm inviting ambience for guests to feel like they are at their second home as we strive to serve them the perfect cup of coffee,” said Jim Ragas, President & CEO of The Second Cup Coffee Company Inc. “Second Cup strongly believes that having experienced and knowledgeable local owners as operators and franchise partners is key in delivering a superior guest experience as has been proven in the over 30 regions we are already present in. We are fortunate to have franchise partners who share our passion for the coffee business and the Second Cup vision; each one is selected on the basis of their business acumen, passion for the coffee café business and customer service, as well as their local relationships and entrepreneurial spirit.”

Second Cup grew from its humble beginnings selling specialty coffee in a shopping center in Scarborough, Ontario, Canada, in 1975 and, over the past 40 years the company has expanded globally to over 30 regions worldwide with over 150 cafes operating internationally. Second Cup is actively seeking new regional franchise partners for additional area development within the UK as well as globally.

For more information please contact Jim Ragas, President & CEO, The Second Cup Coffee Company Inc., by phone: +1.905.234.0315 or e-mail: jragas@mysecondcup.com

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