Second Cup Coffee Company starts off the season with new locations blooming in London

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MISSISSAUGA, Ontario, Canada, May 23, 2016 – Spring is in the air and Second Cup's expansion across the United Kingdom is in full bloom as the Canadian coffee chain prepares to open 5 new locations by the end of the 3rd quarter. The new locations will be widespread from Putney to Harrow, to Cardiff to Kensington joining the existing Second Cup locations currently in Manchester, Birmingham and on Portobello Road.

This month, the Second Cup Coffee Company Inc., plans to open one café on Putney High Street and one on the outskirt of Harrow's busiest mall, St. Ann's Shopping Centre. Both cafes will be featuring Second Cup UK's unique trendy colourful designs and previewing Second Cup's new summer drinks promotion 'Be Wild'; available at other cafes globally on June 1st. Additionally, Second Cup Harrow will be the company's first UK café to introduce Second Cup's premium Master Crafted Signature Teas program. The Master Crafted Signature Tea program consists of premium whole leaf herbal, black, white and green teas available to be enjoyed in café and at home.

"We are very excited about our continuous UK expansion and can't wait for all of the new cafes to open. Growth, quality and innovation have always been at the cornerstone of our brand and we look forward to introducing our UK guests to the Master Crafted Signature Tea program. We are already well known for our assortment of Rain Forest Alliance coffees, delicious food, fresh cold-pressed juices, all natural frozen yogurt; it was a matter of time until we found the perfect teas to help enhance our guest's experiences", said Jim Ragas, President & CEO of The Second Cup Coffee Company Inc.

Second Cup grew from its humble beginnings in 1975 in Toronto, Ontario, and over the past 40 plus years the company has expanded globally to over 30 regions worldwide with over 160 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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