Second Cup International locations launch Festive Season

Monday 23 November, 2015

The Holly Jolly Season has started.

For Immediate Release

MISSISSAUGA, Ontario, Canada, November 23, 2015 - To rekindle the winter holiday season Second Cup International locations have introduced 3 festive beverages: Dark Chocolate Mintccino, Gingerbread Latte and Candy Cane Hot Chocolate. The season is always a festive time of the year as our cafes turn red and green, signaling the start of holiday cheer at Second Cup International location.

This year The Second Cup Coffee Company Inc. has also partnered with Water.Org to raise funds towards bringing safe water and sanitation to countries in need. With the start of the festive season we also bring back our Holiday Blend coffee and for every bag of Holiday Blend coffee sold, The Second Cup Coffee Company Inc. will be making a donation to Water.Org.

“We feel that the holiday season is a time to celebrate and at the same time to help those in need” says Jim Ragas, President & CEO of The Second Cup Coffee Company Inc. “Guest can enjoy a great holiday Candy Cane Hot Chocolate and choose a gift of Holiday Blend coffee. Whether you are shopping for friends or loved ones we have may great gifts to choose from.”

Second Cup International Holly Jolly beverages are the perfect way to feel festive and a feeling of being home for the holidays. Second Cup International locations from around the globe will be featuring these special festive drinks during the Holly Jolly Season. “We want to make people feel they can enjoy the magic of the holidays in our cafés.” Says Linda Bilanski, Director of Marketing.

“Second Cup believes that having strong local owners as operators and franchise partners is instrumental to delivering a superior guest experience and this has been proven in the 30 regions worldwide in which we have grown. We are fortunate to have franchise partners who share our passion for the coffee business and are fully aligned with the Second Cup vision. Our franchise partners are selected on the basis of their business acumen, passion for the coffee café business and customer service, local relationships and entrepreneurial spirit,” said Ragas.

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 and soon into many more.

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

Website:('http://www.mysecondcup.com')

Related Sectors:

Business & Finance :: Christmas :: Entertainment & Arts :: Food & Drink :: Media & Marketing :: Retail & Fashion :: Sport :: Travel & Tourism ::

Related Keywords:

Coffee :: Cafe :: Hospitality :: Christmas :: Chains :: Beverages :: Teas :: Restaurants :: Fun :: Chocolate ::

Scan Me:

Company Contact:

The Second Cup Coffee Company Inc.

T. 1-647-248-5811
E. jragas@mysecondcup.com
W. https://www.mysecondcup.com

Additional Contact(s):
Jim Ragas
President & CEO

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.mysecondcupcup.pressat.co.uk