Good Earth
COFFEEHOUSE ™

James Bay, welcome to your friendly neighbourhood Good Earth Coffeehouse

Coffee franchise kicks off 2019 with the opening of its 4th café in Victoria

VICTORIA – (February 7, 2019) – Good Earth Coffeehouse (Good Earth) opens its fourth café in heart of Victoria, directly across from the Legislature Buildings in James Bay. This is the company's 48th opening as it grows across Canada, providing a warm, inviting community gathering place to enjoy ethically sourced coffee and fresh, wholesome food.

"Greater Victoria welcomed us eight years ago with our first location in Royal Jubilee Hospital, and additional coffeehouses in Oak Bay and Saanich. Now we are thrilled to be part of the vibrant James Bay community," said Nan Eskenazi, Founder, Good Earth. "With a unique sloped, green roof, a large plaza with water features, and a stunning view of the Legislature, our new coffeehouse will be a delightful gathering place for people to meet for coffee and breakfast, enjoy a glass of wine with book club, conduct a business meeting or just take a break."

Good Earth is passionate about creating the perfect cup of coffee – inside and out. The company offers a selection of Rainforest Alliance Certified, Organic, Fairtrade and Direct Trade coffees, custom roasted to their specifications. With an extensive menu crafted from wholesome ingredients and prepared daily in their kitchens, breakfast, lunch, dinner and evening treats are served up with a down-to-earth attitude. Customers can feel good enjoying their meals and beverages on eco-friendly produced ceramic tableware or their commercially compostable coffee cups and food containers.

"James Bay is a unique, historic neighbourhood," said Michael Going, Founder and CEO, Good Earth Coffeehouse. "We are thrilled to join this vibrant district. We offer communal seating to encourage Victorians to come in, relax and spend time with one another."

Good Earth is hosting a grand opening on Friday, March 1 from 12 to 3 p.m. to celebrate the Capital Park location with its new neighbours. The event is open to the public and will include free brewed coffee all day, live music and prizes as well as food and beverage samples. The coffeehouse is located at 535 Superior Street.

Relationships remain as much a cornerstone of Good Earth's brand as exceptional coffee and good food. Good Earth looks forward to further contributing to the Victoria community. For more information about Good Earth, please visit www.goodearthcoffeehouse.com.

About Good Earth Coffeehouse:
Good Earth is a network of authentic coffeehouses with 48 locations throughout Alberta, British Columbia, Saskatchewan, Manitoba and Ontario. The first Good Earth Coffeehouse opened in Calgary in 1991. Founders Nan Eskenazi and Michael Going began with a desire to serve exceptional coffee and wholesome food, with a down-to-earth attitude. Good Earth has focused on creating a unique experience for customers through the combination of a distinctive coffeehouse environment with social and environmental responsibility. The company has grown through franchising and remains true to the original mission... to be a coffeehouse with good food.

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