

Good Earth

COFFEEHOUSE™

Good Earth Warms Up Winnipeg with Exceptional Coffee and Wholesome Food

*Community coffeehouse and growing franchise breaks new ground
with the opening of its 48th café*

WINNIPEG – (September 19, 2017) – Today marks a milestone event as Good Earth Coffeehouse (Good Earth) opens its first café in the province of Manitoba in Winnipeg’s Seasons of Tuxedo shopping centre. 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.

“Winnipeg is well known for its diversity, culture, arts and restaurant scene, and we’re thrilled to be part of this flourishing community,” said Nan Eskenazi, Founder, Good Earth. “Many of our coffeehouses feature communal seating, art, and live music. It’s where people like to meet for coffee, breakfast, a glass of wine with book club, to study or just take a break. We are excited for Winnipeggers to come in, relax and simply enjoy our down-to-earth coffeehouse as they spend time with one another.”

With over 25 years’ experience, Good Earth dedicates itself to 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. Being good to the environment is a core foundational value for Good Earth, which is why they use commercially compostable coffee cups while ensuring compost and recycling are available for customers and in their kitchens.

The company’s mission has stayed true since it was founded in 1991 – be a coffeehouse with good food. Good Earth offers an extensive menu from real, clean ingredients, cooked in their own kitchens every day. The menu includes nutritious selections made with a gourmet touch such as wild rice and edamame salad, chicken and beatnik wraps, Mediterranean scones and freestone peach and cherry tarts.

“As a growing, distinctive city, Winnipeg is the ideal place for Good Earth to continue its eastward expansion,” said Gerry Docherty, President, and COO, Good Earth Coffeehouse. “This Good Earth location will allow us to introduce ourselves to the Winnipeg community and showcase an excellent franchise opportunity with options to grow alongside the city.”

Good Earth is hosting a grand opening on October 14, 2017, from 2 to 5 p.m. to celebrate the Seasons of Tuxedo location with its new neighbours. The event is open to the public and will include live music as well as coffee, wine, and pastry samples. The coffeehouse can be found at Unit #1, 455 Sterling Lyon Parkway on the northwest corner of Kenaston Boulevard and Sterling Lyon Parkway.

Relationships remain as much a cornerstone of Good Earth’s brand as exceptional coffee and food you can feel good about, and Good Earth looks forward to supporting and being part of the Winnipeg 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 over 45 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 ethically sourced 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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