

# Good Earth

COFFEEHOUSE™

## Good Earth Coffeehouse opens its doors in the urban neighbourhood of East Village

*Coffee franchise founded in YYC opens its 24<sup>th</sup> Calgary café*

**CALGARY** – (May 21, 2019) – Today Good Earth Coffeehouse (Good Earth) opens its 24th café in the heart of Calgary at the Verve condominiums, within the vibrant East Village where it is easy to connect to both city life and nature. Good Earth is the first business to open its doors along the Riff pedestrian street. This is the company's 49<sup>th</sup> opening as it grows across Canada, providing a warm, inviting community gathering place to enjoy ethically sourced coffee and fresh, wholesome food.

“Good Earth has guided my senses to learn all the secrets of coffee - from selecting the farm and the farmer, how the coffee is roasted slowly, how minimal changes in grinding can affect the taste, how to hear the music of milk steaming, and the art of pouring to form beautiful latte art,” says Zakariah Hamed, Good Earth Verve Franchise Partner. “I fell in love with the espresso machine that helps to serve a lovely cup of coffee. I'm very excited to wear my new hat and serve a product that I am proud of in this growing and diverse neighbourhood.”

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 exclusively for Good Earth guests. 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 ceramic tableware or their commercially compostable coffee cups and food containers.

“Verve by FRAM+Slokker is excited to welcome Good Earth Coffeehouse as our first retail tenant on the pedestrian Riff in East Village. We feel Good Earth is a perfect fit for our residents, neighbours and East Village visitors to enjoy.” – Deb Pederson, Director of Sales, Fram + Slokker.

Good Earth is hosting a grand opening on Saturday, June 8 from 2 to 5 p.m. to celebrate the Verve, East Village location with its new neighbours. The official ribbon cutting ceremony will commence at 3:00 p.m. 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 616 – 6<sup>th</sup> Ave SE.

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 Calgary community. For more information about Good Earth, please visit [www.goodearthcoffeehouse.com](http://www.goodearthcoffeehouse.com).

### **About Good Earth Coffeehouse:**

Good Earth is a network of authentic coffeehouses with 49 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.

### **For media inquiries, please contact:**

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