



For Immediate Release

Announcing the Opening of the Mercantile Coffeehouse in Downtown Dallas, Texas

The Mercantile Coffeehouse is the first business friendly coffeehouse in downtown Dallas featuring hand brewed Intelligentsia™ brand coffee, tea and espresso drinks and Yogen Früz™ Frozen Yogurt and Smoothies

Dallas, TX – July 27, 2010– Opened in late June and located at 1800 Main Street in the historic Mercantile Bank Building, The Mercantile Coffeehouse is a business friendly environment in which to enjoy premium Intelligentsia™ “hand brewed” coffee, tea and espresso or a “nutritious and high probiotic” custom flavored Yogen Früz™ frozen yogurt, all within a convenient place to meet with your business colleagues or other downtown Dallas residents.

“With the Mercantile Coffeehouse, we offer the downtown Dallas community a fresh and business casual atmosphere with distinguished surroundings, high quality products and an environment right for any time of the day, or evening” says Jon Lindenbaum principal of YF Systems of Texas the developer of the concept. “By offering the finest products in Intelligentsia™ coffee, espresso and tea, fresh baked goods and Yogen Früz™ frozen yogurt, we feel we fit nicely with the urban lifestyle.”

The Mercantile Coffeehouse features comfortable surroundings including booths, open seating, a group conversation and sitting lounge and a free conference room which you can schedule for your more serious meetings. Free high speed WiFi service and ample laptop plug-ins are also standard features. For Lovers of Artwork, the Mercantile Coffeehouse also features the work of local artists on a revolving schedule.

“For the coffee lover, we provide the finest in season coffee selections from Intelligentsia, one of the top premium coffee roasters in the world and a unique but simple hand brewing process to extract the absolute best potential from the bean”, says Darrius Neal, General Manager of the Mercantile Coffeehouse. “In the afternoon or evening, many like to have a healthy, better for you snack or desert, our Yogen Früz offerings provide just that”, continues Neal.

Yogen Früz offers low-fat, non-fat and no-sugar-added frozen yogurt, which can be custom blended with a large assortment of fresh fruit right in front of the customer and topped with a variety of fruit and/or sweet crunchy toppings in a cup or blended into a nutritious fat-free, ice-free dairy or non-dairy smoothie.

Mercantile Coffee House business hours are: 6am -10pm Monday – Friday and 7am – 9pm Saturday & Sunday

About Intelligentsia™

Founded and Headquartered in Chicago, IL, Intelligentsia Coffee and Tea has become synonymous with the highest quality coffee sourcing, roasting, brewing techniques , and service in the industry. Intelligentsia Coffee’s mission is to provide our customers, staff, and community with an unparalleled and complete coffee and tea experience in an environment steeped in understanding, knowledge, skill, service and mutual respect. For more information visit www.intelligentsiacoffee.com

About Yogen Früz™

Yogen Früz USA Inc., is a subsidiary of Yogen Früz Canada Inc., a world leader in the frozen dessert category, with over 1,200 locations operating in over 25 countries around the world. Yogen Früz pioneered the frozen dessert/snack business when it opened its first store in 1986. Today, with its new assortment of proprietary probiotic frozen yogurt and its dairy and non-dairy smoothies, it continues its strong tradition of market innovation and leadership. Yogen Früz provides customers with a healthy alternative to fast food that’s great tasting and nutritious making it a great product for today’s healthy and active lifestyle.

For more information please visit: www.MercantileCoffeeHouseDallas.com

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