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MONT BLANC GOURMET HOSTS INNOVATION BRAINSTORM FOR EXECUTIVES AT SCAA 2011

*Specialty Beverage Leader Brings Renowned
Creativity Coach To Houston For Energizing Workshop*

DENVER – May 3, 2011 – Mont Blanc Gourmet, a leader in the specialty beverage industry, hosted an acclaimed creativity workshop Friday, April 29 during the 2011 Specialty Coffee Association of America (SCAA) Annual Event held in downtown Houston.

Keynote speaker and international innovator Artie Isaac spoke to an invited audience about the importance of reactivating your “child-like creativity” to achieve greater success in innovation. For more than 30 years, Isaac has led brainstorming and idea generation programs to teach companies and individuals how to unleash their creative potential. The workshop and breakfast was lauded by guests, with a few guests calling it the “highlight of the week.”

“We were happy to bring a different kind of event to SCAA this year, and I think our guests really appreciated Artie’s enthusiasm and principles that lead to great innovation,” said Michael Szyliowicz, co-founder of Mont Blanc Gourmet. “Through our own product line, our work with customers through the custom formulation process and our work within various industry organizations, innovation is at the heart of everything we do at Mont Blanc Gourmet.”

As a company that prides itself in driving innovation within the specialty beverage industry, Mont Blanc Gourmet brought the renowned creativity expert to lead the workshop and participate in one-on-one brainstorms after.

“When you look at the coffee industry as a whole, however, there are really only a handful of companies who are willing to innovate, and the rest seem to be playing follow the leader,” said Szyliowicz. “The immediate feedback from the breakfast was extremely positive, and we were happy to see our guests begin to look at creativity differently.”

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About Mont Blanc Gourmet

Chocolatier Michael Szyliowicz’s creative and innovative spirit is the driving force behind Mont Blanc Gourmet (www.montblancgourmet.com/), a boutique-style company that focuses on high-quality specialty beverage solutions for its customers. Ranging from delectable fruit smoothies to gourmet chocolate drinks, the Denver-based lab stands ready to make its customers’ vision a reality. Mont Blanc Gourmet works with some of the largest companies in the industry and has developed an enviable lineup of private-label products for each. Classique chocolate syrup anchors Mont Blanc Gourmet’s product line, which includes frozen blender drink mixes, single-origin powders and sugar-free chocolate and caramel syrups.