

Media Release

FOR IMMEDIATE RELEASE

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TWIGGS
COFFEE ROASTERS



New Twiggs Location Opens in Parry Sound Amid Global, Economic Crisis

PARRY SOUND, ON – Twiggs Coffee Roasters officially launches its newest franchise in Parry Sound, Ont. with a ribbon cutting ceremony of the much-anticipated grand opening amid the widespread disruption of the Coronavirus 2019 (COVID-19).

Roseanne and Rob Baskey are the newest franchisee operators behind the latest Twiggs expansion, after her interest was piqued in 2019 when she reconnected with founder of Twiggs Coffee Roasters, Jennifer Twigg.

Roseanne was born and raised in Mattawa, Ont. and after completing her post-secondary education at Laurentian University and Nipissing University, she worked in front-line child protection for Simcoe County First Nations, Métis, Inuit Services (FNMI) Unit, Moosonee / Moose Cree First Nation and Parry Sound.

Originally from Parry Sound, Rob returned to the region when he retired from a career in policing. Roseanne and Rob are both citizens of the Métis Nation of Ontario and are thrilled to be able to bring the Twiggs brand to another northern community, especially during this global pandemic.

“Lots [of businesses] have made significant changes to adapt to the COVID-19 crisis; limited services, laying-off staff or temporarily shutting down,” said Roseanne Baskey. “Many businesses are facing extreme challenges, and we’re doing our part to support the community and bring a positive economic impact back to the region.”

The Parry Sound location will employ over 15 full and part-time positions, and will also be contributing 2 cents from every cup sold to One Kids Place Children’s Treatment Centre.

“Opening this Parry Sound location has been a tremendous success,” said Jennifer Twigg, founder of Twiggs Coffee Roasters. “Expanding to more northern communities has been major vision of mine, and even though we’re all experiencing the effects of COVID-19, it’s important to keep working together and supporting local.”

Jennifer Twigg opened the first Twiggs Coffee Roasters location in 1995 in North Bay, Ont. After experiencing the raging West Coast coffee scene in Vancouver, B.C., she saw an opportunity to bring quality, fresh roasted coffee and wholesome food choices to northern Ontario.

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