



# **Bondi Chai Latte**

Australia's most awarded chai latte

Company and product profile

June 2017

# Product profile

## Bondi Chai Latte is:

- A premium grade, dry-powdered pre-mix 'chai latte' (recipe is based on Indian spiced milk tea – 'chai masala')
- Uniquely milk-soluble, creating a creamy, silk-smooth and extremely satisfying mouthfeel
- Regarded as the 'gold standard' product in its category
- A concentrated formulation with the lowest dosage rate of any chai latte pre-mix... 1kg will yield 100 x 200ml serves.
- Available in two varieties and three packaging formats



# ***Someone enjoys a Bondi Chai Latte somewhere in the world every 2 seconds***

Sold into the food service sector around Australia and sales in many countries around the world, including Europe, Asia, the Middle East and even India itself.

- The most awarded product of its kind
- Recommended by nutritionists for its health qualities including:
  - No artificial ingredients
  - Certified gluten free
  - Low fat
  - Low caffeine
  - No trans-fatty acids
  - Officially endorsed for consumption by school children



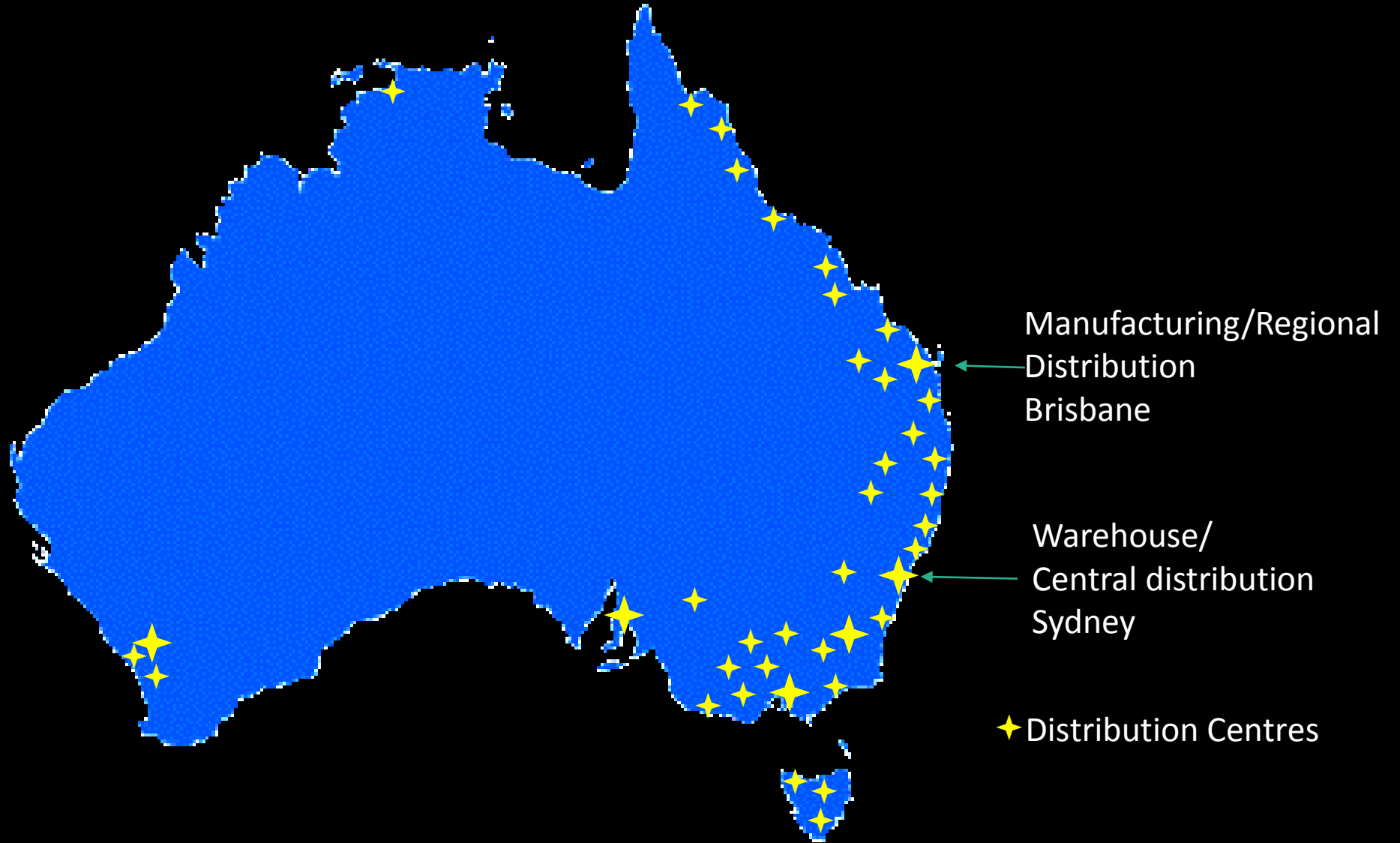
*Bondi Chai Latte is Halal Certified*

# Bondi Chai is versatile...

*Superb in both hot and cold drinks and desserts*



# Australian Distribution



# International Distribution

- ✦ Distributors
- ✦ Potential distributors  
with samples



# Awards

**2008** Royal Hobart Wrest Point Fine Food Awards  
**Gold** medal – Club Cinnamon  
**Gold** medal – Vanilla Honey



**2009** Royal Hobart Wrest Point Fine Food Awards  
**Gold** medal – Club Cinnamon  
**Gold** medal – Vanilla Honey



**2010** Royal Hobart Wrest Point Fine Food Awards  
**Gold** medal – Club Cinnamon  
**Silver** medal – Vanilla Honey



**2013** Healthy Food Guide Magazine –  
**Top 4 healthiest milk drinks in Australia**



**2014** Telstra Business Awards – **NSW Micro Business of The Year**  
Telstra Business Awards – National Finalist Micro Business  
of The Year



**2015** Asia Pacific Food and Beverage Company of The Year  
Stevie Awards Shanghai

# Marketing support

- Free product to conduct effective on-going tasting campaigns
- Contributions to exhibition costs for approved consumer-oriented food shows whenever possible Directors will also personally attend these events
- A wide range of free Point-of-Sale material
- Free branded mugs
- Free ceramic storage canisters
- Full access to electronic and print artwork
- Product training for sales staff





# Company details

- Established: 1998
- Directors: Mr Martin Buggy and Ms Melissa Edyvean
- Aust.  
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# Company history

- 1998 Company established as PR/marketing consultancy
- 2001-2004 Appointed Asia Pacific brand partner/ambassador and import agent for US brand of chai latte
- 2005 Created and launched Bondi Chai Latte
- 2005-present Established national and international sales and distribution network