



**BECOME ONE
WITH THE #1**

CONSUMERS CRAVE OUR **BEST-SELLING** SECRET RECIPE





SERVE THE SWEET AND SPICY SENSATION

Not mending chai? You're really missing out. Today's consumers crave it, and with the perfect blend of spices and just the right amount of sweetness, it's no wonder Oregon Chai is patrons' favorite brand¹. Give them the "me time" they deserve with the secret recipe they love.

THE TASTE THEY LOVE THE MOST

Our secret recipe is so popular, it makes Oregon Chai the best-selling chai brand in the U.S.² Pretty sweet, huh?

- ☞ Oregon Chai presents the highest top-of-mind brand awareness with consumers³
- ☞ Taste is the #1 reason customers are loyal to Oregon Chai versus other brands⁴
- ☞ 66% of customers drink Oregon Chai to indulge themselves in some "me time"⁵



^{1,3,5} Kerry Independent Market Research 2009

² AG Nielsen – 52 weeks ending 8/8/09

⁴ Compared to Tazo, Starbucks and Celestial Seasonings, Kerry Independent Market Research 2009

SO MANY OPTIONS TO SATISFY



- ☞ **The Original™ Concentrates** – all natural ingredients and stress-free measuring, 1 part concentrate to 1 part dairy
- ☞ Shelf-stable **Super Concentrates** – intense, concentrated flavor with an easy-dosing pump, 1 part concentrate to 5 parts dairy
- ☞ **Chai Latte Mixes** – complete mix for chai lattes with just-add-water convenience

Product Name	Item #	UPC Code	Pack Size	Yield Per Case	Shelf Life
CHAI CONCENTRATES					
The Original™ Concentrate	10040	707082 10032 0	6/32 oz.	64 – 12 oz. drinks	15 months
A blend of black tea with vanilla, honey and unique spices. 100% organic and all natural.	10192	707082 10192 1	1/1.5 gal.	32 – 12 oz. drinks	15 months
Sugar-Free Original™ Concentrate	12632	707082 12032 8	6/32 oz.	64 – 12 oz. drinks	15 months
Tastes like the Original, just without the sugar.					
Matcha Green Tea Concentrate	50682	707082 50032 8	6/32 oz.	64 – 12 oz. drinks	15 months
Green tea with hints of almond, honey and vanilla bean. Made with organic tea and spices.					
Vanilla Concentrate	15632	707082 15032 5	6/32 oz.	64 – 12 oz. drinks	15 months
Pure vanilla with black tea, honey and chai spices.					
SUPER CHAI CONCENTRATES					
The Original™ Super Concentrate	00300	707082 00300 3	4/5 gal.	128 – 12 oz. drinks	18 months
Our signature flavor with a stronger taste. Made with organic tea and spices.					
Extra Spicy Super Concentrate	00301	707082 00301 0	4/5 gal.	128 – 12 oz. drinks	18 months
An extra kick of clove, pepper and other secret spices for even bolder flavor. Made with organic tea and spices.					
CHAI LATTE MIXES					
The Original™ Chai Latte Mix	70023	707082 70032 2	8/1.5 lb. bags	160 – 8 oz. drinks	1 year
Our rich, signature flavor in seconds – simply add water. All natural.	70024	707082 70024 7	6/24 packets	144 – 8 oz. drinks	1 year

CREATE UNIQUE SIGNATURE DRINKS

Turn our secret recipe into your specialty beverages.



BERRY CHAI

Mix ingredients, in steaming pitcher & steam until hot

The Original™ Concentrate	8 oz.
Jet™ Wildberry Smoothie Mix	8 oz.

ICED CHAI LATTE

Mix ingredients and pour over ice

The Original™ Concentrate	4 oz.
Milk or Milk Substitute	4 oz.

CARAMEL CHAI LATTE

Mix ingredients and steam

The Original™ Concentrate	7 oz.
Milk or Milk Substitute	8 oz.
Caramel Sauce	1 oz.

CHAI ICED TEA

Mix ingredients and pour over ice

The Original™ Concentrate	4 oz.
Chilled Brewed Black Tea	4 oz.

CAPTIVATE YOUR CUSTOMERS

Remind patrons how much they love Oregon Chai by promoting your signature offerings with impactful merchandising materials:

The Original™ Coffee House POS Kit: Counter Cards, Poster and Window Clings

Try Chai Sampling Tools: Branded Cups and Signage



**FOR FREE MERCHANDISING MATERIALS AND SAMPLES
CALL 888.874.2424 OR VISIT US AT SELLCHAI.COM**

