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**Introducing Oregon Chai Vanilla Chai Powdered Mix, Now in a
Canister**

Customize the Smooth, Rich Flavor of Vanilla Chai Tea Latte to Your Taste

BELOIT, Wis. (November 25, 2013) - Vanilla lovers have enjoyed the decadent, smooth taste of Oregon Chai Vanilla Chai Tea Latte for years. Now the same savory flavor is in the convenience of a canister. Tea lovers are just one scoop away from an all-natural, gourmet indulgence that satiates the senses.

“We’ve seen a shift in chai lovers yearning for more control and variety in their indulgence,” said Corrie Byron, vice president, Food Service and Retail Brands for Kerry Ingredients. “Oregon Chai Vanilla Chai Latte in a canister allows the chai tea aficionado to indulge to their taste - using one scoop, two or three - with the extra option of adding a flavor they know and love to any drink, dessert or recipe.”

The same indulgence chai lovers have been craving for years brings the authentic blend of black tea, chai spices and honey of its original chai tea latte together with the rich, smooth taste of vanilla.

Preparing Vanilla Chai Tea Latte has never been easier. Simply add a scoop of Oregon Chai Vanilla Latte to hot water, milk or soy, and stir for a rich, flavorful treat any time of the day. One canister of Oregon Chai Vanilla Chai Latte Mix contains 10 ounces of powdered mix.

The Oregon Chai Vanilla Chai Tea Latte Concentrate Mix Canister is available in stores now and online at www.oregonchai.com.

About Oregon Chai

Oregon Chai Vanilla Chai Tea Latte Concentrate Mix Canisters join the Oregon Chai family of premier beverages. The portfolio of products includes Oregon Chai Tea Concentrates, Oregon Chai Tea Mixes, Oregon Chai Tea Bags and Oregon Café Espresso Concentrates. For more information, visit www.oregonchai.com, connect on Facebook at www.facebook.com/oregonchai or follow the brand on Twitter @OregonChai.

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