Introducing an extraordinary new chai.

Life deserves beverages that taste amazing. With Torani Chai Concentrate, your customers can come together over a chai like no other. It’s a rich, aromatic blend that’s perfectly balanced. A harmony of warm, uplifting spiciness and just the right amount of sweetness. And it’s made with only simple, real ingredients like organic black tea, traditional ground spices, wildflower honey, and a touch of pure cane sugar. Just add milk for a bold, deliciously smooth, perfectly sweetened chai that enlivens the senses and the moment.

**The Trends**

- **TEA IS HOT**
  
  - Chai and other specialty teas are predicted to grow 10% to 15% per year due to increased interest in teas. (Source: The Tea Association of America)
  
  - 41% of millennials would like to see more chai offerings. (Source: Mintel Tea and RTD Teas, U.S. Report, July 2014)

- **Consumers Crave Spice**

  - Americans increasingly show a preference for bolder, spicier flavors and chai is becoming a mainstream favorite. (Source: Euromonitor, “Chai: the Indulgent Value Driver in U.S. Tea,” March 2015)

- **TEA IS HEALTHFUL**

  - Chai fits in with the modern viewpoint that tea can play a role in health and wellness.

**Made with the Seven Traditional Chai Spices**

- Cardamom
- Cinnamon
- Ginger
- Cloves
- Allspice
- Nutmeg
- Black Pepper

**Torani Truths**

Torani Chai Concentrate offers the natural goodness and flavor your customers expect along with the operational advantages you need.

- Made with all real ingredients and nothing artificial
- Organic black tea
- Select organic ground spices for better flavor
- Available in Traditional or Spicy blends to satisfy various tastes
- Shelf-stable Tetra-Pak® for optimal fresh chai flavor

**Three Ways to Serve**

- **Hot Chai**
  
  Mix equal parts Chai concentrate with milk. Heat using steaming wand.

- **Iced Chai**

  Mix equal parts Chai concentrate with milk. Pour over ice.

- **Blended Chai**

  Combine 6 oz. Chai Concentrate, 2 oz. milk, and 14 oz. ice in blender and blend.
Torani offers free point-of-purchase materials designed to drive your chai sales. Contact your distributor or visit www.torani.com/foodservice to order.

**TRADITIONAL**

A mellow, well-rounded blend of traditional ground spices paired with rich organic black tea for a fragrant and indulgent chai.

**SPICY**

A lively chai with a bit more kick, it’s a spicy blend of traditional ground spices highlighting ginger and cinnamon.

### PRODUCT SPECIFICATIONS

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Pack/Size</th>
<th>Container Dimensions (length x width x height)</th>
<th>Case Dimensions (length x width x height)</th>
<th>Case Cubic Feet</th>
<th>Cases /Pallet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Chai Concentrate</td>
<td>6 pack/32 ounce</td>
<td>2.45” x 3.74” x 8.43”</td>
<td>7.63” x 7.81” x 8.63”</td>
<td>0.3</td>
<td>150</td>
</tr>
<tr>
<td>Spicy Chai Concentrate</td>
<td>6 pack/32 ounce</td>
<td>2.45” x 3.74” x 8.43”</td>
<td>7.63” x 7.81” x 8.63”</td>
<td>0.3</td>
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To start increasing your beverage sales, contact Torani today:

800.775.1925 · www.torani.com/foodservice