

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.



MADE WITH THE SEVEN TRADITIONAL CHAI SPICES

CARDAMOM
CINNAMON
GINGER
CLOVES
ALLSPICE
NUTMEG
BLACK PEPPER



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.



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.

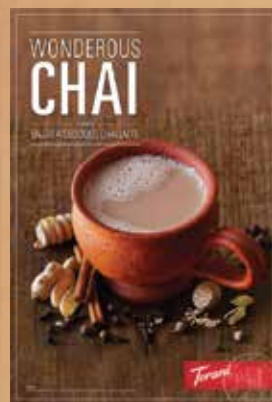
ICED CHAI

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 TOOLS



Torani offers free point-of-purchase materials designed to drive your chai sales. Contact your distributor or visit www.torani.com/foodservice to order.

- M 1639 Torani Chai Poster
- M 1640 Torani Chai Table Tent
- M 1641 Torani Chai Brochure
- M 1642 Torani Chai Recipe Brochure
- M 1644 Torani Chai Hot Window Decal
- M 1645 Torani Chai Blended/iced Window Decal

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

Product Description	Pack/Size	Container Dimensions (length x width x height)	Case Dimensions (length x width x height)	Case Cubic Feet	Cases /Pallet
Traditional Chai Concentrate	6 pack/32 ounce	2.45" x 3.74" x 8.43"	7.63" x 7.81" x 8.63"	0.3	150
Spicy Chai Concentrate	6 pack/32 ounce	2.45" x 3.74" x 8.43"	7.63" x 7.81" x 8.63"	0.3	150

To start increasing your beverage sales, contact Torani today.
800.775.1925 • www.torani.com/foodservice

AMAZING CHAI CRAFTED THE TORANI WAY.

Torani® Chai Concentrate

