

CHAI ADDICT

WHOLE SALE

SEP 2020





as featured in
frankie

CityMag

IN DAILY

 **THE DIELINE**

Food & Drink
BUSINESS

GW
Good Weekend

beat

The Sydney Morning Herald



FINALIST



ABOUT

The Chai Addict range is an unsweetened, vegan friendly, premium chai tea concentrate with an emphasis on flavour, consistency and sustainability.

Melbourne made in small-batch brews, to bring you the unique taste and punch you love about chai in an irresistibly smooth and addictive balance of flavours.

chai addict
● MASALA CHAI
CONCENTRATE

THE BLENDS



chai addict our original blend

a smooth and perfectly balanced masala blend of sweet cinnamon, earthy cloves, warming ginger and subtle peppercorn heat makes this the ultimate cup of comfort



chai harder our spicy blend

a chai addict masala blend magnified with an alchemy of additional spices including cayenne pepper emits a prickly chilli heat that awaken the senses



dirty chai our coffee blend

an innocent, sweet chai got seduced by a dirty, dark, yet handsome Padre coffee bean, creating a powerhouse of choc-hazelnut coffee notes soothed with chai's sweet, warming and aromatic spices. **CURRENTLY AVAILABLE AS RETAIL BOTTLES ONLY.**

BEHIND THE BAR

RATIOS

8oz cup - mix 30ml concentrate to 140ml milk

12oz cup - mix 45ml concentrate to 220ml milk

STEAM, POUR AND SERVE

Serve with a side of honey or other sugars

Adding sweetener before frothing is also suitable

Sweetening to taste is highly recommended



SAVE TIME & OPTIMISE

CONSISTENCY

The chai is already brewed leaving a concentrate with consistent flavours, every time.

CONVENIENCE

Reduce your customer's wait times. A chai latte can be made with same amount of time as it takes to produce a coffee.

EFFICIENCY

Its liquid form enables you to optimise productivity. No steeping, brewing, wastage or extra cleaning.

HEALTHIER CHOICE

The product is sugar and dairy free, giving your customer the freedom to create a latte suitable per their dietary requirements.



COLLABORATIONS

We collaborate and support local producers and artists who inspire us, are masters of their craft, and uphold similar beliefs and practices.

Melbourne Rooftop Honey supplies sustainable honey for our gift box

Billie Morris designed the artwork for the dirty chai blend

Padre Coffee connects with the community through their Good Coffee Doing Good program and also supplies ethical coffee for the dirty chai blend

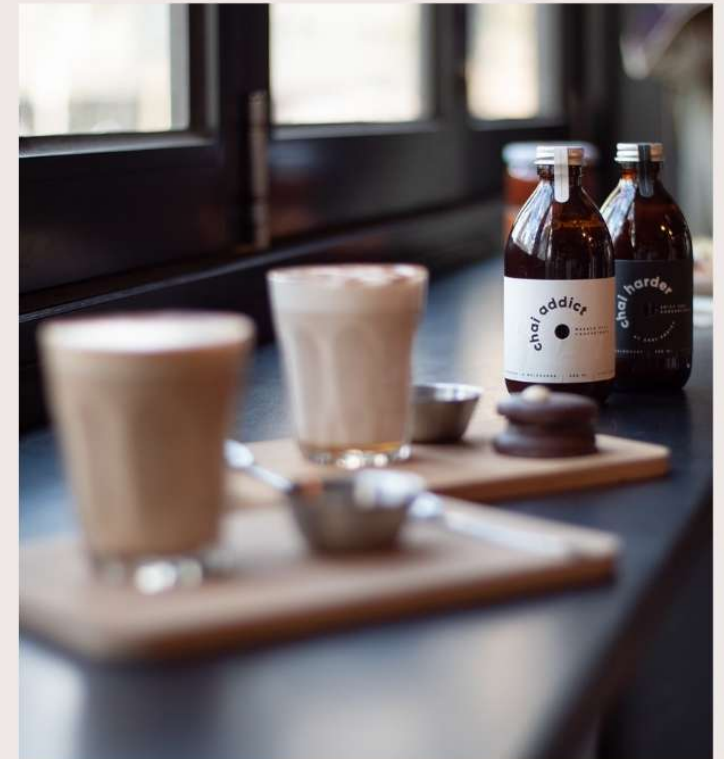
A three way collaboration between Chai Addict, Mountain Goat & Garage Project produces a stout beer



SUSTAINABILITY & ETHICAL PRACTICES

Chai Addict uses ingredients that are ethically sourced. In a world where we can access almost anything - quality, consistency and safety standards are increasingly important. But it's also about treading lightly, caring for nature and partnering with growers and supporting them to ensure sustainability, innovation and fair-trade practices. Chai Addict has carefully chosen suppliers ensuring they meet and believe in these standards and that consumers have the confidence they are making the right choices for the planet.

The ingredients from every batch of chai made are composted at local community gardens, which is used to feed the vegetable plots. It's a sustainable closed-loop system you can feel good about.



RECIPES

As good as Chai Addict is for your daily chai latte hit, there are so many other delicious ways to use our concentrate to make delectable desserts, chai-licious cakes and devilish cocktails.



DIRTY CHAI MARTINI



CHAI TIRAMISU



MULLED CHAI



VEGAN CHAI BUNDT



STICKY CHAI PUDDING



SPICED HOT TODDY



CHAI MOUSSE

WHOLESALE PRICE LIST - FOODSERVICE



2L

66 serves per 8oz
shelf stable for 24 months

UNIT MOQ 4

Choose a blend or a combination

Wholesale \$ 65.00

Cost/serve \$ 0.98

COST/MOQ \$260.00



COMBINATION

2 x 2L FOODSERVICE PLUS
6 x 300ML + 6 x 500ML RETAIL

Choose a blend or a combination

COST/MOQ \$340.00

SAVE \$ 6.00

300ML RRP \$ 25.00

500ML RRP \$ 30.00



5L INTRO OFFER

CURRENTLY IN DEVELOPMENT

2 x 5L FOODSERVICE PLUS
6 X 300ML **RETAIL FREE**

Choose a blend or a combination

WHOLESALE PRICE LIST - RETAIL



300ML

10 serves per bottle
shelf stable for 24 months

UNIT MOQ 16

Choose a blend or a combination

Wholesale \$ 16.50

RRP \$ 25.00

COST/MOQ \$264.00



500ML

16 serves per bottle
shelf stable for 24 months

UNIT MOQ 16

Choose a blend or a combination

Wholesale \$ 19.50

RRP \$ 30.00

COST/MOQ \$312.00



COMBINATION

10 x 300ML + 10 x 500ML
shelf stable for 24 months

UNIT MOQ 20

Choose a blend or a combination

COST/MOQ \$350.00

SAVE \$ 10.00

PROFIT \$200.00

TERMS & CONDITIONS

ORDERING & PAYMENT

First **three** orders require payment prior to dispatch. All subsequent orders will carry 7 - 14 day terms.

Payment for any outstanding orders must be paid before a new order is fulfilled.

Orders should be emailed to grandmasterchai@chaiaddict.com.au

MINIMUM ORDERS

Free shipping is available within a 30km radius of Melbourne CBD when the MOQ is met, otherwise a fee will apply.

Shipping outside of 30km radius will incur a fee and will be calculated at the time of invoicing.

LEAD TIME

Allow at least 5 business days to receive the order.

Shipping to WA, NT & TAS may require an additional 2 - 4 business days.

Regional areas may take up to 14 days.

GST EXEMPT

The products are GST exempt. There is no GST included in the price of the product.



CONTACT

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FOUNDER & BREWER

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ALWAYS CHAI RESPONSIBLY. IT'S ADDICTIVE.