

Simple, real ingredients and flavor craftsmanship are Torani traditions, and our newest beverage innovation highlights both with a taste that's simply amazing. Perfectly balanced for a smoother, richer, better chai experience, Torani Chai Concentrate is an ideal upgrade for café operators serving typical mainstream chai. Use this guide to understand the chai category and explain what

makes our chai stand out above the rest.



WHAT IS CHAI?

In the language of Hindi, chai is a word that simply means “tea.” Today, however, chai has come to stand for chai masala, a milky, sweet traditional Indian tea infused with a complex blend of seven aromatic spices.



THE SEVEN SPICES OF CHAI

CINNAMON · GINGER · CARDAMOM · NUTMEG
ALLSPICE · CLOVES · BLACK PEPPER



YEAR-ROUND MENU APPEAL

SERVE CHAI:

- Hot as a latte
- Over ice
- Blended with ice
- “Dirty” with a shot of espresso

WHAT IS A BALANCED CHAI?

MILK · SPICE



SWEETNESS · TEA

Balance means that no component should outweigh the others.

WHAT SETS TORANI CHAI APART?

PERFECTLY BALANCED FLAVOR NOTES FOR AMAZING TASTE

USES THE SEVEN TRADITIONAL ORGANIC GROUND SPICES OF CHAI MASALA

NO PRESERVATIVES OR ARTIFICIAL ANYTHING

ORGANIC BLACK TEA AND SPICES

AVAILABLE IN TRADITIONAL AND SPICY VARIETIES TO SUIT SPICE PREFERENCES

SHELF-STABLE TETRA-PAK® FOR CONVENIENT STORAGE

THE CHAI GROWTH OPPORTUNITY



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)

More chains are putting chai on their menus while retail shelf offerings keep expanding.



TORANI CHAI: TASTE THE DIFFERENCE

Compare Torani Chai Concentrate to the category leader and you'll see it win on taste.

TORANI CHAI

Well-rounded and balanced combination of sweetness, tea, and spice.

Complex spice notes create a bold experience and complement the rich flavor of the tea.

Spicy aromatics entice the senses.

CURRENT CATEGORY LEADER

Heavily sweetened sugar taste with muted spice notes.

Little to no tea flavor or spice aromatics.

Predominantly milky, honey-forward flavor.



Torani

TORANI CHAI CONCENTRATE AMAZING CHAI CRAFTED THE TORANI WAY.



Torani