

FOR IMMEDIATE RELEASE

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Blue Lotus Chai Releases Innovative "Golden Masala Chai"

*Proprietary Formula Featuring Superfoods Turmeric & Maca
Joins Their Unique Line of Pure Hot Water Soluble Chai Powders*

Blue Lotus Chai Company announces the release of their innovative & delicious Golden Masala Chai, featuring superfoods turmeric & maca. With this new variety, Blue Lotus Chai continues to elevate chai through the use of functional ingredients & intentionality. For millennia, people in various cultures have recognized & used turmeric & maca for their health promoting benefits. Barbara Cameron, Founder & Co-owner, chose these ingredients for this formulation for their vibrant & well-rounded taste, & for the way it supports the body, mind & heart as a healthful daily ritual.



In addition to Golden Masala Chai, Blue Lotus Chai's family of hot water soluble chai powders are available in 5 varieties: Traditional Masala Chai, Rooibos Masala Chai (Certified Organic & naturally caffeine free), Star Anise Masala Chai, Mint Masala Chai & Mandarin Masala Chai. This chai is unique in that it is a hot water soluble 'chai powder'-- it allows anyone to make a cup of authentic Indian Chai in seconds, without sacrificing choices around sweeteners, milk, caffeine or discerning palates. Ingredients are painstakingly sourced that are gluten-free, vegan, Non-GMO Project verified, & organic whenever possible. All varieties feature a combination of organic spices & naturally brewed & flash-dried tea: black tea from Northern India or Certified Organic Rooibos from South Africa.

All are free of sweeteners, milk powders & additives.

Based in Eugene, Oregon, Barbara --along with husband & Co-owner Stephan --have rapidly grown their idea into a thriving business with nearly 1000 retailers that carry their Masala Chai in 45+ states across America. Blue Lotus Chai can be found in most natural food stores, a growing number of conventional grocers, online e-stores, as well as in tea/coffee/smoothie shops & restaurants.

The company walks their talk of ecological & social sustainability: they annually donate 10% of their net profits to groups that support these ideals, they utilize sustainable packaging options including biodegradable/compostable bulk bags & tins designed to be reused indefinitely.

Barbara discovered chai the way many others have -- she drank it on her travels to India. Along with her practices of yoga & meditation, she fell in love with real Indian Masala Chai. After arriving home in the states, Barbara found herself dissatisfied with the chai she bought as 'chai concentrates' from store shelves or that she drank in cafes. Ultimately, she could only arrive at that traditional taste she loved through painstakingly grinding the spices, brewing the tea, & warming milk for her mug every morning. This was time intensive, & she wondered if she could combine the authenticity of the East with the efficiency of the West...& thus, Blue Lotus Chai was born.

Blue Lotus Chai Company LCC is family owned & has been operating since February 2010. For more information about Blue Lotus Chai products & where to purchase, visit www.bluelotuschai.com

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