

FOR IMMEDIATE RELEASE 7/21/16

Blue Lotus Chai Releases Their "Golden Masala Chai" In 100 Cup Serving Size Tin *Their Blend Featuring Superfoods Turmeric & Maca Proves Immensely Popular*

Blue Lotus Chai Company announces the release of their innovative and delicious Golden Masala Chai tin (100 servings in a 3 x 3 inch footprint). Along with their six signature spices, this innovative blend features superfoods turmeric and maca. With this new variety in an uber-economical "pennies per cup" tin, Blue Lotus Chai continues to marry value and intentionality in their use of functional ingredients. Golden Masala Chai pouches (1/2 oz. 17 servings) were released in October 2015 and immediately generated an enthusiastic response amongst customers and store buyers alike.



One of the unique qualities of this chai is that it is a hot water soluble 'chai powder'. It allows anyone to make a delicious cup of authentic Indian Chai in seconds, without sacrificing choices around sweeteners, milk and caffeine. Ingredients are carefully sourced & are gluten-free, vegan, Non-GMO Project Verified, & organic whenever possible.

For millennia, people in various cultures have recognized and used turmeric & maca for their health promoting benefits. Barbara Cameron, Founder & Co-owner, chose these ingredients for this formulation because of their vibrant and well-rounded taste, and for the way they support the body, mind & heart as a delicious daily ritual.

In addition to Golden Masala Chai, Blue Lotus Chai's family of hot water soluble chai powders are available in 5 other varieties: Traditional Masala Chai, Rooibos Masala Chai (certified organic and naturally caffeine free), Star Anise Masala Chai, Mint Masala Chai and Mandarin Masala Chai. All varieties feature a combination of organic spices and naturally brewed & flash-dried tea (black tea from Northern India or certified organic Rooibos from South Africa). All are free from sweeteners, milk powders, additives and preservatives.

Based in Eugene, Oregon, Barbara, along with husband & Co-owner Stephan, have rapidly grown their vision into a thriving business; hundreds of retail locations across the US carry their Masala Chai and they are currently expanding into Australia and New Zealand. Blue Lotus Chai can be found in most natural food stores, a growing number of conventional grocers and gift shops, online e-stores, as well as in cafes & 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 bulk bags that are biodegradable/compostable, and they use tins that are designed to be reused indefinitely.

Barbara discovered chai the way many others have -- she drank it during her travels in India. Along with her practice of yoga & meditation, she fell in love with truly authentic Indian style 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, and 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

For press inquiries , info@bluelotuschai.com

SUBJECT LINE: ATTN: VINCE P., PRESS

Blue Lotus Chai Company, LLC

PO Box 5545, Eugene, OR 97405

O: 541-683-6391

