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Blue Lotus Chai Receives sofi™ Silver Award For Their Traditional Masala Chai

Flagship Variety “Traditional Masala Chai” Wins Tea Category

Blue Lotus Chai Company’s Traditional Masala Chai received the Specialty Food Association’s 2019 sofi™ Silver Award for innovation and taste in the 47th annual awards -- dubbed by Bloomberg as “the Oscars of Artisanal Foods.” Several representatives of Blue Lotus Chai attended the international Summer Fancy Food Show in NYC where their Traditional Masala Chai was featured in the sofi™ Winner’s Showcase.



“We’re so honored and thrilled,” said Blue Lotus Chai Company founder and co-owner Barbara Cameron upon receiving news of the award. “So many thanks to our beloved team for their dedication and our customers for their wonderful support.”

Judge and chef Jerry James Stone noted, “With chai, a lot of times there’s so many spices going on that it just runs in one direction or another; it’s like so much ginger, or so much clove, and this [Traditional Masala Chai] was really well balanced.” Also judging was author and chef Sara Moulton who agreed “...it was delicious...really yummy!”



Owned by Barbara and Stephan Cameron, Blue Lotus Chai Company is based in Eugene, Oregon. They first released their Traditional Masala Chai in 2010 and have since expanded the line to six varieties packaged in three-ounce tins and half-ounce pouches, which can be found in grocery stores, co-ops, natural food chains and restaurants throughout the United States.

After each of her many trips to India, she would return to Oregon missing her perfect cup of chai, and so would carefully create her own. Eventually, the hour-long ritual of grinding spices and pressing ginger proved too time-consuming and Barbara became determined to create a product that would satisfy the most ardent chai lover. A well balanced taste, quality, purity, affordability, and meeting all dietary needs, were top priorities. Blue Lotus Chai was born.

Blue Lotus Chai Company’s unique hot water soluble chai powder allows anyone to make a cup of delicious and authentic Indian style chai in seconds, using the milk and sweetener of one’s choosing.

All varieties of Blue Lotus Chai feature organic spices, are Non-GMO Project Verified, and are free from sweeteners, milk powders, additives and preservatives. For more information about Blue Lotus Chai Company, or to locate a retailer near you, visit www.bluelotuschai.com

Related hashtags & social media handles: #sofiawards #sofi #chai #masalachai @specialtyfoodassociation @bluelotuschai



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