

# FOR IMMEDIATE RELEASE

1/15/20

## Blue Lotus Chai Releases Their Masala Chai Collection For Distribution

*Gift Box Invites Ability To Try Chai 6 Varieties in One Purchase*

*Visit Blue Lotus Chai at booth #5580 of the Winter Fancy Food Show from Sunday, January 19 through Tuesday, January 21 at the Moscone Center in San Francisco, CA.*

**EUGENE, Oregon – (January 15, 2020)** -- Celebrating their tenth year in business, Blue Lotus Chai Company announces the release of their innovative and delicious Masala Chai Collection gift box, now available for distribution. It features all 6 varieties of their unique and delicious masala chai powder (6 half oz. resealable stand-up pouches, 102 servings in total). All varieties include their six signature organic spices. With this variety pack, they've created an ideal gift and an uber-economical "pennies per cup" way for customers to make chai and discover their favorites very quickly. Blue Lotus Chai (BLC) continues to marry value and intentionality in their use of functional ingredients.



This release is on the heels of their 2019 *sofi*<sup>™</sup> Silver Award win, which has generated an enthusiastic response amongst press, customers and store buyers alike. BLC's Traditional Masala Chai (one of six varieties included in the Masala Chai Collection) received the Specialty Food Association's 2019 *sofi*<sup>™</sup> Silver Award for innovation and taste in the 47th annual awards -- dubbed by Bloomberg as "the Oscars of Artisanal Foods." Judge and chef Jerry James Stone noted, "...this [Traditional Masala Chai] was really well balanced."

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, Barbara 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 she became determined to create a product that would satisfy the most ardent chai lover. Well-balanced taste, quality, purity, affordability, and meeting all dietary needs were top priorities. Thus, Blue Lotus Chai was born.

BLC's unique hot water-soluble chai powder allows anyone to make a cup of delicious and authentic Indian style chai in seconds, using 1 quarter teaspoon of chai powder and the milk/sweetener of one's choosing. All 6 varieties of BLC feature organic spices, are Non-GMO Project Verified, and are free from sweeteners, milk powders, and other undesirable additives. *Social media tags:* #chai #masalachai #masalachaicollection #sofiawards #sofi @specialtyfoodassociation @bluelotuschai



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