

# liquid chai

**CHAI CONCENTRATE**



**INFORMATION PACK**

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# FRESHLY BREWED CHAI CONCENTRATE

Handcrafted and freshly brewed on the Sunshine Coast, Liquid Chai is an all-natural blend that delivers delicious, full spicy chai to you straight from the bottle. Lovingly created in liquid form for ease and convenience, our chai is sure to wow your senses with its aromatic flavours of whole spices, fresh ginger and organic tea. No sweeteners have been added to the mix and absolutely no nasties, naturally. Simply enjoy!



## SLOW BREW PROCESS

Crafting Liquid Chai is a labour of love. We believe that good things take time, which is why we employ a slow brewing process to extract all the flavours from the whole spices and ensure you get everything you can out of the ingredients. There's no waste, and it ensures every cup is delicious.

**Dairy Free, Gluten Free, Vegan  
No Added Sugars or Sweeteners  
No Artificial Flavours or Preservatives**

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## NO FUSS, ALL FLAVOUR

- 1.** CHOOSE YOUR BREW  
Select between our two delightful blends – Original, made with bold black tea, or Caffeine-Free, made with soothing rooibos tea.
- 2.** POUR & MIX  
Personalise your chai experience by choosing your preferred milk (we love soy!) Sweeten to taste with your favourite sweetener, or if you're a spice lover, skip the sweetener and enjoy the bold flavours.
- 3.** HEAT OR CHILL & ENJOY  
Warm your mixture on the stove or with a milk frother, or pour over ice for a refreshing iced chai. Then, savour the rich, aromatic flavours of your perfect chai.

**Forget about brewing, steeping, and straining.  
Enjoy a full-bodied chai in minutes.**

Shake well before use.

Heat 200ml of plant based milk (we love ours with soy) to 15ml (1 tbsp) of Liquid Chai.

Add a teaspoon of honey or something sweet and stir for the perfect chai.

Liquid Chai has a best-before of 12 months after opening. It does not require refrigeration.

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## OUR CHAI BLENDS

### ORIGINAL BLEND

A creamy and smooth blend of aromatic spices, our original blend is reminiscent of traditional chai enjoyed around the world. Indulge in sweet-scented cinnamon, earthy cloves, soothing ginger, and a hint of peppercorns. The robust and bold flavour of black tea adds depth and richness to the blend, providing a strong foundation for the spices to shine.

**Ingredients:** filtered water, organic black tea, cinnamon quills, fresh ginger, green cardamom, black pepper, cloves, star anise, Celtic sea salt

### CAFFEINE FREE BLEND

Our new blend features delightful organic Rooibos tea, native to South Africa, adding a unique flavour profile to Liquid Chai. Rooibos is celebrated for its delicious taste and is caffeine-free, making it ideal for pregnant or breastfeeding women and those with caffeine sensitivity or seeking a bedtime treat.

Experience a guilt-free chai latte that offers delightful flavours without caffeine disrupting your sleep. Perfect for every chai lover seeking a soothing, flavourful experience!

**Ingredients:** filtered water, organic rooibos tea, cinnamon quills, fresh ginger, green cardamom, black pepper, cloves, star anise, Celtic sea salt





## OUR FAMILY TEAM

Liquid Chai is a true family effort, founded by mum Naomi, dad John, and me, Billie. Mum's the 'chai queen' behind our blends, dad's the friendly face of sales, and I handle the digital side. Together, we bring our unique strengths to make Liquid Chai a success.

## THE ORIGIN STORY

Liquid Chai is a family-owned business from the Sunshine Coast, born out of our mum's quest for the perfect chai. Unable to find it, she created her own—a balanced blend of natural spices and tea that became Liquid Chai.

## OUR MISSION

At Liquid Chai, we believe **life's too short for bad chai**. Our mission is to make it easy, convenient, and healthy to enjoy a perfect cup anytime, anywhere. With vegan, sugar-free ingredients, our chai is versatile and accessible, letting everyone savour rich flavours guilt-free.

In today's fast-paced world, we know time matters. That's why our blends are quick and easy to prepare, offering café-quality chai at home or on the go. As a proudly Australian-owned business, we're dedicated to delivering a premium chai experience with every sip.

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## WHY LIQUID CHAI?

Because it's the perfect blend of convenience and genuine taste! Unlike regular dry, wet, or powdered mixes, our liquid chai offers a simple and delicious way to enjoy the full flavour of masala chai without all the fuss, mess, or unwanted additives. Plus, it's made with real spices and contains no added sugars.

We wanted to provide a convenient and seamless way to experience the full flavour, but with only the best ingredients. We slow-brew spices, ginger, and tea in water to extract the true taste of masala chai. It is then strained, bottled, and ready to use.





*Happy Chai Sipping!  
From Naomi, John and  
Billie*

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