

Introducing

PREMA CHAI

The taste your customers will love.

Most likely you're getting this because a beloved fan of ours can't seem to find the delicious taste of Prema Chai in your store and would love to find it there. If you're unfamiliar with Prema Chai, here's a little bit about us.

WHAT'S PREMA CHAI?

Inspired by the Sanskrit word for love, Prema Chai is the only ready-to-drink, traditionally brewed chai beverage on the market made from an authentic recipe passed down from generations.

It's a freshly brewed chai tea using all natural ingredients including a selection of exotic spices, sugar, fresh 100% Canadian milk, and no preservatives added.

Brewed right at home in BC, Prema Chai comes in three varieties: our Original Blend, Vanilla, and Unsweetened. It can be enjoyed either warm or cold.



WHY OFFER PREMA CHAI?

As the ethnic food market grows (at about 15-20% a year) it's becoming more important than ever for stores to stock items consumers want.

According to a recent report by the Tea Association of Canada, the specialty tea category is hitting double-digit growth. And with the growth of convenience-packaged flavoured milks, today's families are looking for an effortless way to enjoy chai tea in a busy, modern world while still keeping the taste of traditionally brewed methods.

With shifting trends in households, the specialty tea market, and population growth with South Asian families, Prema Chai allows for a huge opportunity for revenue.

HOW TO GET IN TOUCH?

If you have any questions, we invite you to check out our website at premachai.com to discover more about our story and love for a delicious ready-to-drink chai. If you're interested in carrying Prema Chai in-store, we'd love to chat.

You now know at least one person would love to find the taste of Prema Chai in your store. We're sure many more will soon be asking as well! - Tas Cheema