

WHY BONDI CHAI®

Chai Latte is already the 'next big thing' in Australian beverages, and Bondi Chai® is leading the charge. Wholly Australian-owned and manufactured, Bondi Chai® is regarded as the 'gold standard' chai latte – selling around the country and around the world (incredibly even India!).

Bond Chai's success relies on three key features...

- At an average cost of less than 38c/serve, Bondi Chai is the **lowest-priced product of its kind**.
- With a **gross yield** of at least **\$400/kg** (@ \$4.00/latte) Bondi Chai is also **very profitable**.
- And you can confidently **expect increased sales** with Bondi Chai... it isn't the most awarded chai latte in Australia for nothing – and chai drinkers love it!



Bondi Chai is Australia's most awarded chai latte and has been voted one of Australia's four healthiest milk drinks.



Bondi Chai's concentrated, **milk-soluble** formula means a

1kg pack makes 100 x 8oz chai lattes



Bondi Chai® can add 10%-15% to your gross beverage takings, year round.

Just like coffee, not all chai latte is created equal – just ask a chai lover – and if your chai sales don't equal at least 10% of your coffee sales you need a better chai, simple as that. We know how to make Bondi Chai Latte a star on your menu and we're always happy to help with promotions. Please, just ask!

Don't take our word for it...

"We've tried every kind of chai there is: tea bags and tea, powders with water and milk, all the syrups, but we just haven't been able to find one that our customers will drink. Thank goodness we found yours – a chai that is easy to make and that tastes so good. It's a great product.

– Liz, Sydney.

"...Bondi Chai was received very well last night at the Fraser Coast Whale Festival. We had a lot of our town people ask us what chai we use. As soon as we say Bondi Chai we had a sale.

Great product..... We love it. So do our customers!

–Mike, Hervey Bay.

Two superb varieties...

Club Cinnamon – the chai-drinkers chai latte & **Vanilla Honey** – a softer, smoother taste.

QUICK AND EASY

- Two heaped teaspoons of powder into a latte glass or cup, pour on steamed milk and stir. There's no waste and Bondi Chai has a shelf-life of at least two years.

ALL AUSTRALIAN WITH QUALITY INGREDIENTS

- 100% Australian owned, Bondi Chai Latte is made in Australia from 95% Australian-sourced, premium quality ingredients.

A HEALTHY ALTERNATIVE

- Low caffeine, low fat, no trans-fatty acids or 'industrial nasties' and **gluten free**.

VERSATILE

- Sells all year round – hot or cold. Try a Bondi-on-Ice, in a fruit smoothie or frappe, or sprinkle it on ice cream.

PROFESSIONAL SALES SUPPORT

- Including free POS material, worthwhile advice and co-operative promotions (eg free client tastings).

**For more information or samples call 0800 703 333
or email iain@damarpackaging.co.nz**



Bondi Chai

- A premium grade, dry-powdered pre-mix 'chai latte' (recipe is based on Indian spiced milk tea – 'chai masala')
- **Uniquely milk-soluble**, creating a creamy, silk-smooth and extremely satisfying mouthfeel.
 - Regarded as the **'gold standard'** product in its category.

Recommended by nutritionists for its health qualities including:

- All natural ingredients
- Certified gluten free
 - Low fat
 - Low caffeine
- No trans-fatty acids

Bondi Chai Latte is Halal Certified

- A concentrated formulation with the **lowest dosage rate** of any chai latte pre-mix... **200gm will yield 20 x 200ml serves.**
 - **Value** for money per serving.
 - Can be used in **hot and cold drinks** as well as **desserts.**

We Offer

- **Free delivery** to store.
- **Credit** any dated stock.
- Develop an **individual store promotional program** to create added interest and trade up incentives.
 - In store tastings/demo support.

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