

# WHAT'S THE BUZZ? *(about Bondi Chai®)*

Chai Latte is already becoming the 'next big thing' in Australian beverages, And Bondi Chai® is leading the charge. Wholly Australian-owned and manufactured, Bondi Chai® is now sold around the country. Its success relies on three key features: 'almost addictive' taste that wins repeat business; outstanding profitability, and; our professional support.

***With our help, Bondi Chai® can add 10%-15% to your gross takings, year round.***

If you're not seeing those returns with chai latte or want to find out what all the fuss is about and why, just like good coffee, "not all chai is created equal" - try these samples, then give us a call. *We'll show you what Bondi Chai® can do for you...*

***Bondi Chai® is available in two superb varieties***

## **Vanilla Honey**

A silky-smooth, delightfully flavoured blend of black tea, and 'comfort spices' with the added richness of vanilla bean and natural sweet warmth of honey.

Particularly suited to cold drinks – frappes, smoothies etc – and as a dessert flavouring.

## **Club Cinnamon**

A spicier blend for the chai latte 'addict' looking for the crisp, heady flavours of cinnamon, ginger and anise.

*If you like cinnamon,  
you'll love  
Club Cinnamon!*

## ***Why Bondi Chai® Latte?***

### ***Read what others have to say...***

*"...I am very happy with the product and since changing to Bondi Chai our sales have increased. Customers recognise the brand and they really enjoy it. Thank you for a great product.  
- Bianca, University of Tasmania, Hobart.*

*"Sales have been booming since we changed to Bondi Chai. It's great to have a yummy alternative for non-coffee drinkers...  
- Emily, Deakin University, Melbourne.*

*"...we have already tried both varieties which are absolutely wonderful... we plan to open our small coffee bar in October and your chai will certainly be on the menu. Thanks. - Sandra, Mt Isa.*

#### **GREAT PROFITABILITY**

- ▲ Costs around 28c/serve (a 1kg pack makes 100 serves) and sells for at least the same price as a latte coffee.

#### **QUICK AND EASY**

- ▲ Two heaped teaspoons of powder into a latte glass or cup, pour on steamed milk and stir. Simple! No grinding or steeping, so you get the orders out fast. Specifically formulated as a powder to make it quick and easy with no waste and a shelf life of at least 2-years.

#### **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.

#### **LOW CAFFEINE**

- ▲ With more people becoming caffeine conscious, Bondi Chai® makes a great low-caffeine alternative. As a tea-based drink, a 180ml Bondi Chai® has just 25mg of caffeine (about half that of brewed tea and a quarter that of good coffee).

#### **LOCALLY PRODUCED WITH NATURAL INGREDIENTS**

- ▲ 100% Australian owned and produced using premium quality natural ingredients.

#### **PROFESSIONAL SALES SUPPORT**

- ▲ Bondi Chai® is supported by a great range of professionally-produced POS material, all supplied FOC. We back that up with worthwhile advice and co-operative promotions (eg free client tastings).

***For more information contact: Satisfine Foods, Ph. 9666 1044  
or visit: [www.bondichai.com.au](http://www.bondichai.com.au)***