

Media Contact: Rachel Tracy
Olson Communications
312.280.4573
rachel@olsoncom.com



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Chai Lovers Everywhere Rejoice! New Organic Chai in Original and Spicy flavors from Pacific Natural Foods

Pacific's latest innovation is small batch Chai with brewed organic, Fair Trade tea as lead ingredient plus expertly balanced flavors.

TUALATIN, Ore. – Chai, the centuries-old spiced tea from India with a depth of layered flavor unmatched by any other beverage, has become an international favorite—particularly in the United States. That's why Pacific Natural Foods is excited to introduce to its popular Barista Series® line, two Organic Chai Latte Concentrates.

Pacific Natural Foods' reputation for meticulous crafting of products to distinguish them from others in any category is based on blending classic technique with flavor innovation. In fact, their hand-crafted style and careful ingredient selection mean that Pacific's line of Chai's uses only brewed, Fair Trade Certified Organic tea as the lead ingredient, not tea concentrate.

These new Chai offerings were developed with the goal of getting back to the original flavor profiles that consumers came to love when Chai first earned widespread popularity in coffee shops. A recent tasting among professional baristas rated Pacific Natural Foods' Organic Chai significantly high in flavor, texture, appearance and overall acceptance.

Noting that spicy Chai is appearing on more barista menus—and creating appeal as a choice along with traditional Chai—Pacific invited baristas to provide feedback on their favorite flavor profile to get to just the right spice balance for their Spicy variety. This aligns with the Barista Series' mission to understand and respond to the needs of the experts when developing top quality products for the professional barista.

Packaged aseptically for shelf-stable convenience, Organic Original and Spicy Chai increase variety and enhance the flavor solutions of beverage menus from specialty coffee houses to full-service cafés, and from C-stores to beverage kiosks in healthcare, B&I and college and university settings—anywhere hot and cold beverages are crafted to order.

"Both of our new Organic Chai concentrates exhibit the ultimate quality and ease of use and storage that distinguish every product in our Barista Series," says Tim Ramsey, Vice President of Sales and Marketing for Pacific Natural Foods. "And because we meticulously brew in small batches with only the finest organic ingredients and Fair Trade tea—the complex yet accessible flavor that appeals to Chai lovers everywhere comes through."

Like all products from Pacific Natural Foods, their new Organic Chai contains the healthiest, best-tasting ingredients that are Certified to the Source™. Established in 1997, Certified to the Source is Pacific Natural Foods' rigorous auditing program that tracks all ingredients used in product development, ensuring they are the highest quality available and originate from only guaranteed sources. Visit Pacific Natural Foods at Coffee Fest Chicago, booth #401 for more information.

About Pacific Natural Foods

Founded in 1987 in Tualatin, Ore., Pacific Natural Foods is dedicated to inspiring people to know more about their food, where it comes from and how it's grown by delivering delicious, all natural and organic foods and beverages made with respect for land, animals and people. From our president's office to the factory floor, from our founder's organic farms to restaurateurs' menus, we are committed to building a business we can be proud of. To find out where are products are available or for more information visit <http://pacificfoods.com/foodservice>.

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