

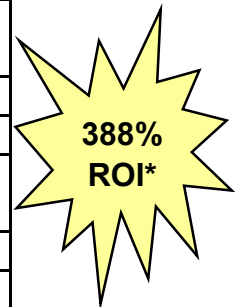
Product	Name	Eastern Chai
	Type of Product	Liquid Chai Concentrate
	Description	A creamy blend of honey, black tea and exotic spices

WHOLESALE PRICE	
Twin Pak case price	\$42 / case

Flavors	Spiced
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Taste	It is a rich, creamy, slightly sweet blend of exotic spices. The spice flavors are perfectly balanced to provide a well-rounded enjoyable taste. It has a creamy, milky smooth, velvety texture that is soothing to the palate. It has a warm, clean flavor with no strong aftertastes.
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Preparation	Directions	Mix equal parts of Eastern Chai concentrate and milk or milk substitute.
	Hot	Follow above directions steam (or place in microwave) and serve
	Iced	Follow above directions and pour mixture over ice. Serve.
	Blended	Follow above directions and pour mixture into a blender with ice. Blend and serve.
	Product ratio	1:1
	Other	Milk <i>OR</i> Milk Substitute



Serving Size	Serving Size	8 oz.
	# oz. per box	192 oz.
	# Servings per box	48
	Volume per box	1.5 gallons (3 gallons prepared)

Profit	Price per case	\$42
	# Servings	96
	Price/serving	\$0.43
	Milk cost	\$0.12
	MSRP*	\$2.25
	profit per drink	\$1.70
Profit per case		\$163.20

Package size	Packaging	Bag in a box with a waterfall pour spout
	Case specs	2 boxes of concentrate per case
	Box size	9.75" x 4.75" x 9.25"

Shelf Life All Natural	Is it all natural?	NO (Has a preservative - Potassium Sorbate)
	Does it need to be refrigerated?	NO
	Shelf Life	6 months unopened - (30 days after opening)

Nutritional	Serving Size	4 oz. concentrate
	Calories	90 calories in 4 oz. (makes an 8 oz. drink)
	Fat:	0g -- A FAT FREE CONCENTRATE!
	Carbs/Sugar	23g
	Ingredients	Filtered water, organic evaporated cane juice, honey, black tea, ginger, natural vanilla bean, potassium sorbate, natural spice blend (cinnamon, clove, cardamom, nutmeg).

Nutrition Facts		
Serving Size: 4 fl. Oz. (117g)		
Makes 8oz. Drink prepared		
Servings per bag:48		
Amount per Serving		
Calories 90	Calories from Fat 0	
% Daily Value*		
Total Fat 0g	0%	
Saturated Fat 0g	0%	
Trans Fat 0g		
Cholesterol 0mg	0%	
Sodium 0mg	0%	
Total Carbohydrates 23g	6%	
Dietary Fiber 0g	0%	
Sugars 23g		
Protein 0g		
Vitamin A 0%	Vitamin C 0%	
Calcium 0%	Iron 0%	
*Percent Daily Values (DV) are based on a 2,000 calorie diet.		

* ROI - Return on Investment
 *MSRP - Manufacturers Suggested Retail Price