



WHAT'S IN STORE

OUR PRODUCTS TELL STORIES

NORTHERN CALIFORNIA EDITION

CHAI IS OUR CUP OF TEA

Chico Chai is a rare brew, one made entirely from whole, real ingredients, no flavorings or extracts.

The organic spices are ground fresh, and combined with fair trade, organic tea. The chai is micro-brewed, simmered slowly in small batches by hand. This local artisan tea has a unique taste, the perfect balance of spicy and sweet. Each batch is lightly sweetened with organic, unrefined sugar, using far less sugar than most mainstream chais.

Chico Chai began in the spring of 2004, when owner Sarah Adams saw a need for fresh, handmade chai in her hometown of Chico. She had enjoyed brewing her own chai at home for years, and thought other people might enjoy it as well. She started making chai a couple of gallons at a time, selling it to a few coffeehouses, and at the Farmers Market. The chai was well received, and the business steadily grew. Her chai is now sold at most independent coffeehouses, restaurants and grocery stores in Chico and is expanding regionally. Despite its popularity, the business is still a small one; the product is still brewed in small batches, by hand, with close attention paid to detail and quality.

Their products include a strong brew and loose leaves. Their strong brew is a strong, spicy brew, ready to be mixed with milk and heated or poured over ice, for a lovely "chai latte." Their loose leaf chai is a streamlined version of the original brew, a shelf-stable option for those who want more versatility. Fresh ground organic spices are hand-blended with fair trade teas to create each tin of chai. Loose leaf chai can be steeped for five minutes in hot water to create a mild spiced tea, or simmered on the stovetop for a stronger brew. This chai can be served with or without milk and sweetener.

Enjoy the Store, Redding carries Chico Chai's strong brew in a glass bottle, located in the fridge at the front of the store. The store also carries their loose leaf tea, including the original, mate, red, chocolate, summer oolong, golden turmeric, cocoa mint, matcha chai, valentine chai, apple spiced chai and a variety box.

To learn more about Chico Chai, visit www.chicochaitea.com and connect with them on Facebook, Twitter and Instagram.

