

Chai
CONCENTRATE



Introducing GILI Chaï Massala: A New Era for Authenticity, Practicality and Sustainability

Antwerpen 3/6/2024 - GILI Drinks is proud to announce the launch of its latest product, GILI Chaï Massala, inspired by the rich traditions of Indian culture. This exceptional blend combines ginger, turmeric, cardamom, cinnamon, star anise, cloves and black tea, all lightly sweetened with panela, an unrefined Colombian sugar with a low glycemic index.

The beauty and quality of GILI Chaï Massala rest on several pillars:

- **Circularity:** The ginger and turmeric used in this recipe are upcycled from the production of our Elixirs. As artisans, we use fresh ingredients to make our juices and extracts. After extracting the ginger and turmeric juice for our Elixirs, we infuse the spent grain with the aforementioned spice blend for 36 hours, creating a unique and sustainable product.
- **Practicality:** Chaï currently available on the market comes either as a blend of spices to be infused and strained before serving, or as a freeze-dried powder generally containing 50-70% rice powder, maltodextrose and sugar. With GILI Massala Chaï, simply measure out 3 cl into a cup and mix, hot or cold, with milk (vegetable or otherwise), or in a non-alcoholic drink.
- **Authenticity:** In India, the preparation of Chaï involves infusing spices in hot water before removing them, then mixing the resulting infusion with milk. GILI Massala Chaï is an authentic infusion of spices, ready to be diluted without further steps.

Product formats :

50 cl amber glass bottle

3L bag-in-box, ideal for foodservice

Operating instructions :

Dilute 3 cl with 15 cl or 4 cl with 18 cl.

Serve cold with plant milk, normal milk, water or a non-alcoholic concoction.

Serve hot with plant milk, normal milk or water.

Shelf life :

Unopened 18 months at room temperature.

Open: 1 month at room temperature or 2 months in a cool place

Award:

This product won the Gold Medal at the Concours des Epicures de

L'Epicierie Fine in April in Paris, in the hot drinks category, which is the most competitive.

About GILI Drinks: GILI Drinks continues to innovate with products that combine authenticity, practicality and sustainability. Our new Chaï Massala demonstrates our commitment to quality and respect for the environment.

For more information, visit www.gilidrinks.com or contact us at hello@gilidrinks.com.