

PRANA CHAI

ONLY THE GOOD STUFF

Media Backgrounder For Immediate Release

2023

Prana Chai is an Australian chai company that was founded in 2013 by trio, Mario Minichilli, Vincent Conti and Koray Gancel.

At the time, cafe owners Mario and Vincent noticed a lack of good quality sticky chai that tasted good enough for their customers.

10 years on and Prana Chai has built a reputation as one of the leading chai makers in Australia.

Prana Chai's philosophy is based on setting the standard for high quality sticky chai locally, while ensuring that people around the world can enjoy what Prana Chai has to offer.

The Prana Chai team consists of passionate makers who continue to refine and test Chai recipes from their local Melbourne factory alongside a team of dedicated people who work to bring Prana Chai to markets around the world.

In addition to its focus on quality and service, Prana Chai is committed to supporting the community, with \$2 from every 250G retail bag sold donated to Mukti Australia to help transform the lives of children in India and Sri Lanka through the power of education.



THE PRANA CHAI RANGE

Prana Chai Original Blend

Rich aroma and flavours of cinnamon, cardamom, star anise, peppercorns, ginger, and cloves, with a hint of honey.

Prana Chai Vegan (Agave) Blend

Transforms the Original Blend by replacing the honey with a light and pure agave syrup.

Prana Chai Peppermint Blend

Uses the same original masala chai spices balanced with a fresh and smooth mint finish.

Prana Chai Turmeric Blend

Incorporates Turmeric into the Original Blend, containing curcumin, which has incredible anti-inflammatory with antioxidant properties.

Prana Chai Decaf Blend

Rich aroma and flavours of cinnamon, cardamom, star anise, peppercorns, ginger, and cloves, with a hint of honey, without the caffeine.

pranachai.com

Images:

- Download high res images of the New Look Prana Chai packaging and team [here](#)

Interviews:

Mario Minichilli
Co-Founder of Prana Chai

Vincent Conti
Co-founder of Prana Chai

Koray Gencil
Co-founder of Prana Chai

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