



Media Release
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NEW LOOK PRANA CHAI PACKAGING MARKS INTERNATIONAL MILESTONE FOR THIS GROWING AUSSIE BRAND

From a glass jar in their local St Kilda cafe to the counters of Europe's hottest cafes, the Founders of *Prana Chai* have turned a recipe created out of necessity and taste-tested by mum, into a real Aussie brand. And for these three relaxed friends, it's serious business.

Now found in over 70 countries, Founders Mario Minichilli, Vincent Conti and Koray Gencel have grown *Prana Chai* into an Aussie brand enjoyed in homes and cafes all over the world, a milestone that this month will be marked with the release of their new look packaging created to represent the community that has embraced *Prana Chai* over the years.

Featuring five colourful illustrations for the Prana Chai Original Blend, Peppermint Blend, Turmeric Blend, Vegan (Agave) Blend and Decaf Blend, the new packaging is a departure from the neutral tones of their existing packaging to reflect the colour and liveliness of the diverse and growing *Prana Chai* community.

"We didn't really set out to create a brand or anything like that when we first started *Prana Chai*," said Mario. "We made it because we couldn't find a good chai for our cafe customers. There was nothing out there that tasted really good and had quality ingredients."



Today, *Prana Chai* is reflective of a new industry for Australian chai, attracting the attention of cafe owners around the world as they face the same challenges *Prana Chai* founders once had in their own cafe in St Kilda.

"In the beginning, it was just about figuring everything out. When we discovered that cafes locally here were loving it and their customers too, we found ourselves taking the plunge to show overseas what we are doing over here in Australia," said Mario. "And they liked it too."

With the new look packaging now available, the Founders are preparing for the next chapter in the *Prana Chai* journey, and by the look of things, it is set to be colourful.

Prana Chai is available in cafes, selected retailers and online. For more information, visit pranachai.com

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