



**BECOME ONE
WITH THE #1**

CONSUMERS CRAVE OUR **BEST-SELLING** SECRET RECIPE





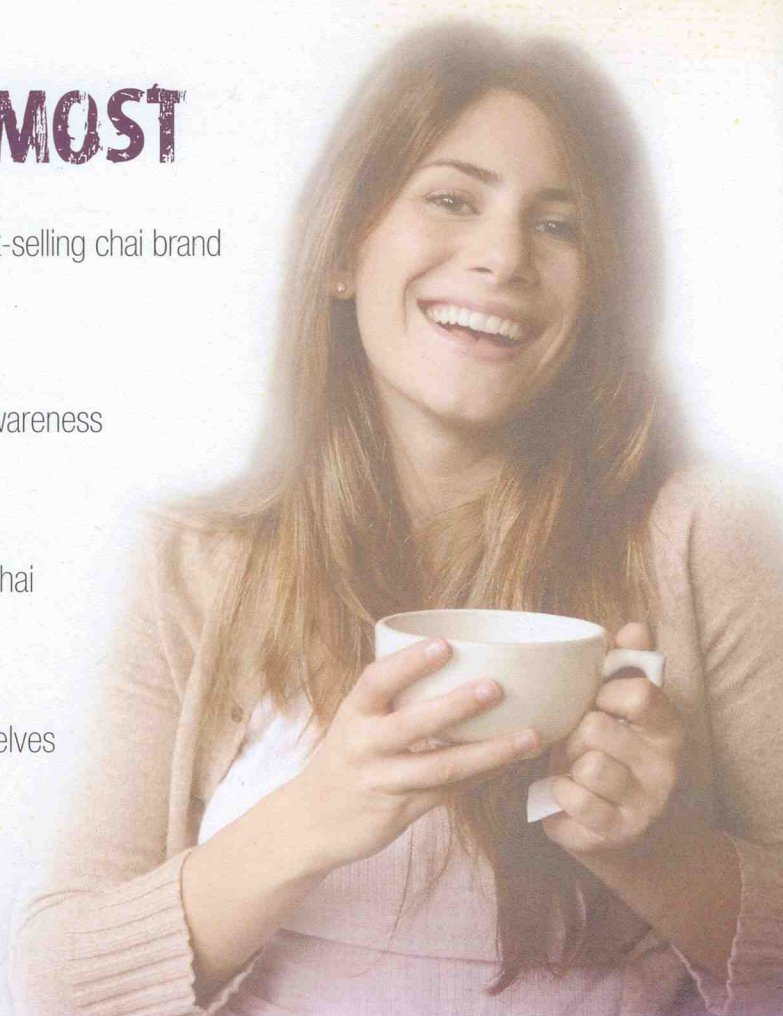
SERVE THE SWEET AND SPICY SENSATION

Not mending chai? You're really missing out. Today's consumers crave it, and with the perfect blend of spices and just the right amount of sweetness, it's no wonder Oregon Chai is patrons' favorite brand¹. Give them the "me time" they deserve with the secret recipe they love.

THE TASTE THEY LOVE THE MOST

Our secret recipe is so popular, it makes Oregon Chai the best-selling chai brand in the U.S.² Pretty sweet, huh?

- ☞ Oregon Chai presents the highest top-of-mind brand awareness with consumers³
- ☞ Taste is the #1 reason customers are loyal to Oregon Chai versus other brands⁴
- ☞ 66% of customers drink Oregon Chai to indulge themselves in some "me time"⁵



^{1,3,5} Kerry Independent Market Research 2009

² AG Nielsen – 52 weeks ending 8/8/09

⁴ Compared to Tazo, Starbucks and Celestial Seasonings, Kerry Independent Market Research 2009

