



DAVID  **RIO**
CHAI & TEA



GREETINGS FROM SAN FRANCISCO!

It seems like just yesterday that we were fine tuning Elephant Vanilla Chai out of our apartment with nothing more than big dreams and a passion for tea. Now, twenty-five years and thousands of cups later, David Rio is proudly served in over 50 countries and has become synonymous with the word chai.

While the last couple years have been challenging, we've never lost sight of our commitment to making the finest artisanal teas in the world and contributing to great causes. In fact, we're more reinvigorated than ever and we can't wait for you to try everything we've been brewing. We believe you'll fall in love at first sip!

Scott Lowe, CEO & Co-Founder

About this book

As ambassadors for chai, we want this look book to be a resource for your journey into the world of masala tea. In addition to our full catalog of products, we want you to be knowledgeable about chai, confident in our sourcing and sustainable practices, and excited to place an order. We also want you and your customers to feel great about all the animal welfare initiatives that you are contributing to with every delicious cup of chai you make.



Our story begins 25 years ago...

David Rio is an award-winning, premium chai and tea company based in San Francisco, California, offering customers only the finest products domestically and around the world. Established by co-founders David Scott Lowe and Rio Miura in 1996, we first started as a line of specialty tea, coffee, and accessories through an all Japanese catalog, and transformed into America's premier chai company. Today, David Rio is available in cafés, restaurants, and specialty food stores across the U.S. and in over 50 other countries.

In Spring 2015, David Rio opened the doors to Chai Bar by David Rio, a chai-centric café in San Francisco's Mid-Market, so that locals and consumers from around the world could enjoy signature David Rio Chai products, as well as have the opportunity and excitement to share in David Rio's newest offerings and products under development.

SIGNATURE CHAI

Familiar, yet entirely original, our world famous Signature line is our modern take on classic chai. Each flavor is unique, balanced with artisanal and ethically sourced ingredients to offer a chai for any taste. These easy to mix blends are our defining line, and they form the bedrock of our animal welfare philanthropy.

Tiger Spice Chai®

Also available in Decaf

Our best-selling signature chai is a creamy, rich tasting black tea blend balanced with exotic, freshly ground organic spices.

TS14 / TS4B / TS28
Decaf: DTS14



Flamingo Vanilla Chai

Decaf / Sugar Free

David Rio's vanilla, decaffeinated sugar-free chai made with sucralose, is a rich and creamy mixture of black tea and premium spices, like cinnamon, cardamom and vanilla.

FV14 / FV4B / FV1.24



White Shark Chai

White Shark Chai combines quality Bai Mudan white tea, organic spices, with a gentle bite of black pepper to complement the bright citrus notes.

WS14 / WS4B



Toucan Mango Chai

Toucan Mango Chai is a creamy tropical mixture of mango, black tea and premium spices. Refreshing as an ice blended smoothie or iced chai, it makes an excellent summer cooler or daily cup of hot chai.

TM14



Elephant Vanilla Chai

Orca Spice Chai

Tortoise Green Tea Chai

Sugar Free

David Rio's very first chai recipe remains as popular as ever, and is a rich and creamy mixture of black tea and premium spices.

EV14 / EV4B / EV28

David Rio's original sugar-free chai, based on Tiger Spice Chai® and made with sucralose, is a rich and creamy mixture of black tea and premium spices.

OS14 / OS4B / OS1.24

David Rio's green tea chai is carefully balanced with a hint of coconut and premium spices, like cinnamon and cardamom, allowing the true flavor of green tea to shine through.

GTC14 / GTC4B / GTC28



Signature Chais are available as:

14 oz Canister

Unit Dimensions:
5 1/4" x 3 1/2"

Case Pack:
6 / 14 oz

Case Weight:
6.5 lb*

Case Dimensions:
10 9/16" x 7 1/8" x 5 9/16"

12 Single Serve Packets

Unit Dimensions:
5 3/4" x 3 1/2"

Case Pack:
48 / Single Serve Packet

Case Weight:
4 lb*

Case Dimensions:
9 3/8" x 7 1/16" x 8 9/16"

4lb Bag

Unit Dimensions:
11" x 8"

Case Pack:
4 / 4 lb Bag

Case Weight:
17.2 lb*

Case Dimensions:
14 1/4" x 11" x 5"

*Weights vary for sugar free varieties

The David Rio Foundation

Since its inception, David Rio has been committed to animal welfare and conservation by supporting local and regional initiatives. In 2011, David Rio formed a strategic partnership with the International Fund for Animal Welfare (IFAW) to support programs aligned with David Rio's Signature Chai line that focuses on naming products after endangered and at risk species. In 2021, the company established The David Rio Foundation with the intention of providing the Company's partners and customers with a platform to financially contribute and participate.



In 2022, in partnership with the International Fund for Animal Welfare, The David Rio Foundation will support the kick off of the "Room to Roam" Elephant Program being undertaken on the African continent. The Foundation will support the construction of a Ranger Base between the Mara and Amboseli corridor which is one of the pathways of the Room to Roam program. To learn more about our partnerships, visit www.davidrio.com/animalwelfare

ifaw

CHAI CART & TRADITIONAL MASALA

Chai Cart began in San Francisco over a decade ago with just a bike, a cart, and a mission to serve the most delicious homemade chai outside of India. While we've added sidewalk carts, catering, and new flavors, we've never lost our spice and authenticity.

From Our Cart to Your Cup!





Masala Chai Brew 1:1

Craft brewed in Santa Cruz, CA, this 1:1 spicier liquid concentrate evokes the traditional notes of ginger, cardamom, cinnamon, cloves, and black pepper.

CCBMC32
32 fl oz bottle
Unit Dimensions: 3³/₁₆" x 3³/₁₆" x 8"
Case Pack: 6 / 32 fl oz
Case Weight: 14.6 lb
Case Dimensions: 10¹/₄" x 7" x 8¹/₂"



Traditional Masala Chai Loose Leaf Blend

Our Traditional Masala Chai is a classic blend of black Assam tea and six spices known for their culinary flavors and therapeutic qualities. For the perfect cup of chai, simply brew hot, add milk, strain into a cup, and sweeten to taste.

CCLMC10.6
Loose Leaf Standup Pouch
Unit Dimensions: 6¹/₈" x 8" x 3"
Case Pack: 4 / 10.6 oz
Case Weight: 3.2 lb
Case Dimensions: 10" x 8" x 4"

CCLMC3
Loose Leaf Canister
Unit Dimensions: 3¹/₁₆" x 2⁷/₁₆"
Case Pack: 12 / 3 oz
Case Weight: 1.6 lb
Case Dimensions: 9¹/₄" x 6¹/₁₆" x 4⁷/₈"



1:5 Masala Chai Pro Concentrate

YOU ARE THE PRO. We want you to take advantage of our ultra-concentrated, versatile, and authentic 1:5 Masala Chai. With delicious notes of ginger, cardamom, cinnamon, cloves, black pepper, the possibilities are endless! Just mix 1 part Chai to 5 parts milk and you have the perfect cup of tea, ready to serve.

CS32
32 fl oz bottle
Unit Dimensions: 3¹/₂" x 3¹/₂" x 7⁷/₈"
Case Pack: 4 / 32 fl oz
Case Weight: 10.1 lb
Case Dimensions: 7⁷/₈" x 7⁷/₈" x 8¹¹/₁₆"



Masala Chai Super Concentrated Mix

Our Masala Chai Latte is a blend of black Assam tea and six spices known for their culinary flavors and therapeutic qualities. Not too sweet, and with just the right amount of spice, this rich and earthy mélange of authentic Indian flavors is perfectly balanced for any occasion, from your first cup in the morning to your last in the evening. For the perfect chai latte, just add the mix directly into a cup of hot milk and enjoy.

SBMSL-F
Standup Pouch
Unit Dimensions: 6¹/₈" x 8" x 3"
Case Pack: 4 / 17.6 oz Bag
Case Weight: 5.2 lb
Case Dimensions: 9³/₈" x 6³/₈" x 6³/₈"

SBUNMSL-F
Unsweetened Standup Pouch
Unit Dimensions: 6¹/₈" x 8" x 3"
Case Pack: 4 / 8.5 oz Bag
Case Weight: 3 lb
Case Dimensions: 9³/₈" x 6³/₈" x 6³/₈"

Available lightly sweetened and unsweetened.



San Francisco Masala Chai Brew 1:1

Masala Chai 1:1 is a Bay Area original - a classic blend of Assam black tea and masala that awakens the senses with the rich flavors of ginger and cardamom. Enjoy the authentic masala chai experience from our carts to your cup. This is possibly the first chai to be part of a returnable glass bottle program.

CCBSF32
32 fl oz glass bottle
Unit Dimensions: 3³/₁₆" x 3³/₁₆" x 8³/₄"
Case Pack: 12 / 32 fl oz
Case Weight: 42.5 lb
Case Dimensions: 11¹/₂" x 15" x 11"

Currently available in the San Francisco Bay Area Only

As chai specialists, we're obsessed with all things chai! Join us for Chai School and open the tea bag of knowledge...

Where did Chai originate? Is it native to India?

Chai comes from the Hindi word meaning "tea." While the exact origin of traditional masala chai is up in the air, most believe masala chai owes its roots to South Asia and Ayurveda, the natural system of medicine, which originated in India several thousand years ago. It was the combination of the ayurvedic traditions, and the cultivation of tea in India in the 1830s by the British East India Company, that combined herbs, spices and tea in a single beverage.

What is the difference between Chai Latte and Masala Chai?

When "Chai" was introduced to the United States' specialty coffee industry in the early 1990s, the beverage was labeled "Chai Tea", for convenience and to provide an immediate reference to being a tea based drink. Further, because chai is a "milky" beverage, and it could conveniently fit into espresso lexicon, the word "Latte" was added, making it a "Chai Tea Latte". Thus, by proportion of ingredients, chai is predominantly milk, with tea, spices, as well as a sweetener to add body to the drink. Masala Chai refers to the traditional preparation of chai in India, following the British tradition of adding a splash of milk and sugar to a cup of black tea. In this case, milk and sweetener is added to a cup of spicy, black tea.

What is the difference between chai and tea?

In very broad and simple terms, the difference between tea and chai is that tea is the beverage made from loose leaves and enjoyed plain or with a splash of milk (and sometimes sugar), while almost all Chai preparations use a strong CTC (Crush, Tear & Curl) tea base, which is then balanced by the addition of milk and sweetener, and intensified in aroma and flavors by the addition of herbs and spices.

What does the word "masala" mean?

In Indian cuisine, "masala" means a blend of spices.

What herbs and spices are in chai?

The most common herbs and spices found in traditional chai are ginger, cardamom, cinnamon and cloves. Fennel, star anise, coriander, nutmeg, and even black pepper, are often added as well. Which herbs and spices are included, and in what quantities, depends on each family's recipe and traditions. With this line-up of herbs and spices, chai is often considered an herbal medicine. It's packed with what herbalists call "carminative herbs" – cardamom, fennel, clove – which are thought to soothe the digestive tract.

Does Chai have a calming effect?

Chai has the same soothing effect as other types of tea; chai is typically served hot, which can inherently feel calming on an upset stomach. But chai also includes spices that are thought to calm your stomach and even reduce nausea.



SUPERBLENDS

At David Rio, we've always cared deeply about the quality of our ingredients. From our commitment to using organic spices to ethical sourcing, our products have always reflected our values and commitment to your well-being.

SuperBlends is our newest line, born from years of research, taste testing, and carefully curating ingredients. Each blend is powered with super foods and formulated to be as healthy as it is delicious. Made with nutrient-rich ingredients and ultra-concentrated, SuperBlends are a perfect addition to your daily routine. Put the kettle on and power up!



Turmeric Latte

This soothing, organic, and naturally caffeine free blend combines turmeric with cinnamon, cardamom, ginger, black pepper, and cayenne pepper. Dairy free and lightly sweetened.

SBTUM-F
Standup Pouch
Unit Dimensions: 6¹/₈" x 8" x 3"
Case Pack: 4 / 19.8 oz Bag
Case Weight: 5.8 lb
Case Dimensions: 9³/₈" x 6³/₈" x 6³/₈"

TL80
Retail Canister
Unit Dimensions: 2⁵/₈" x 2⁷/₈"
Case Pack: 6 / 2.8 oz
Case Weight: 2.0625 lb
Case Dimensions: 8⁵/₁₆" x 5⁹/₁₆" x 3"



Beet Latte

With a rich base of beets enhanced with goji berries and lightly sweetened with the finest Mexican blue agave, our Beet Latte is as nutritious as it is delicious. Make the smart move and stay on beet.

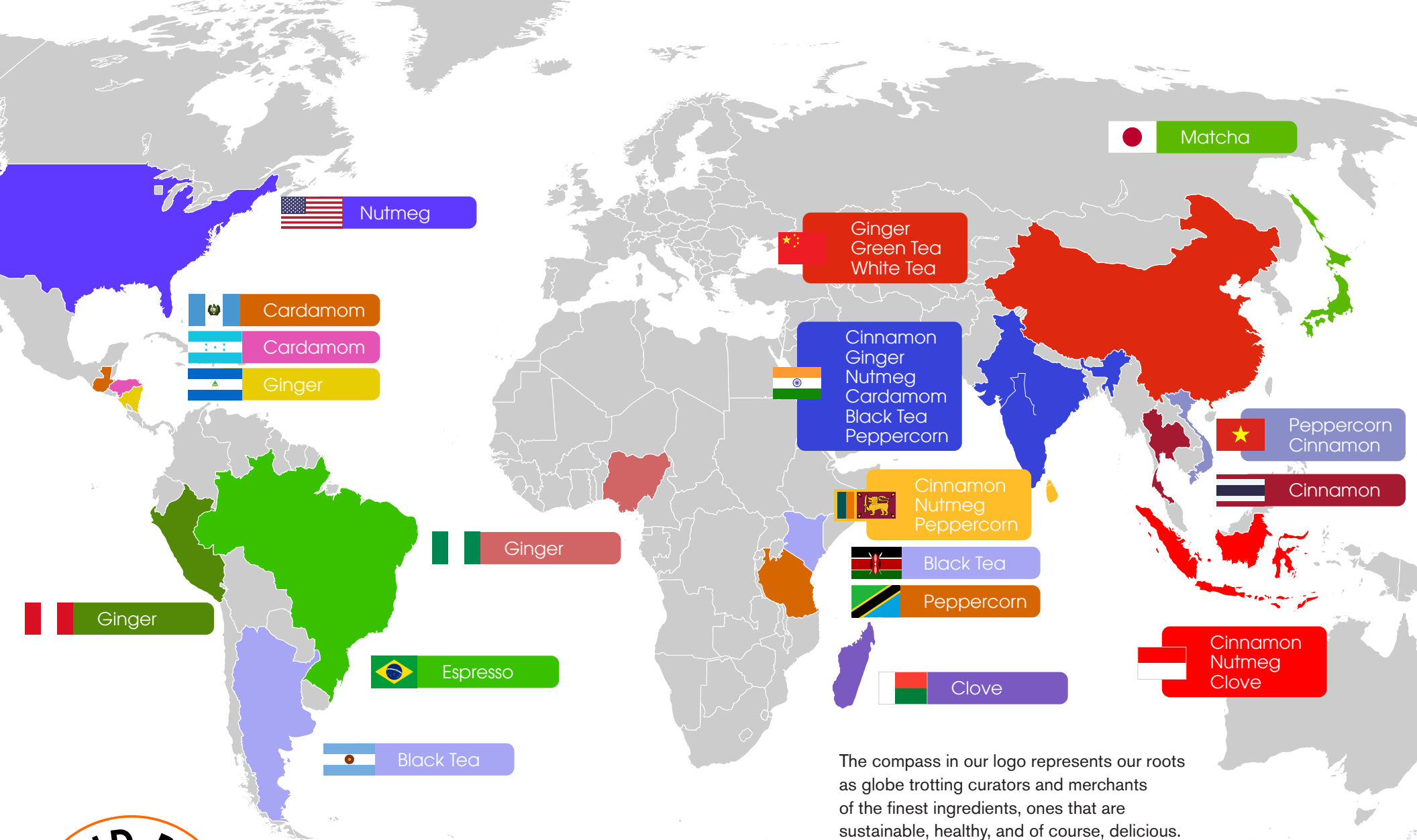
SBBEET-F
Standup Pouch
Unit Dimensions: 6¹/₈" x 8" x 3"
Case Pack: 4 / 12.7 oz Bag
Case Weight: 4 lb
Case Dimensions: 9³/₈" x 6³/₈" x 6³/₈"



Matcha Latte

Our Matcha Latte starts with the finest Japanese matcha and adds in a wealth of super foods - chlorella, wheatgrass, and moringa - for a unique "green" latte that is as refined as it is nutrient rich!

SBMATC-F
Standup Pouch
Unit Dimensions: 6¹/₈" x 8" x 3"
Case Pack: 4 / 10.6 oz Bag
Case Weight: 3.5 lb
Case Dimensions: 9³/₈" x 6³/₈" x 6³/₈"



Where do our ingredients come from?

We strive to source only the highest quality and most ethically sourced ingredients, including all organic spices. We've spent decades searching the world to find the best teas and spices.

The compass in our logo represents our roots as globe trotting curators and merchants of the finest ingredients, ones that are sustainable, healthy, and of course, delicious.





POWER CHAI®

Power Chai® is specially formulated for all those times when you need an extra kick. Simply add milk and start your day with power!



Power Chai® Matcha

David Rio's Power Chai® Matcha revitalizes, boosts and adds a healthy kick to a cup of chai at your café. David Rio's Power Chai® Matcha is vegan and combines organic Kenyan black tea with organic spices, and fortified with the energizing antioxidants found in Japanese matcha.

OPC3B
3 lb Bag
Unit Dimensions: 11" x 5 1/2"
Case Pack: 4 / 3 lb bag
Case Weight: 13 lb
Case Dimensions: 11 1/4" x 9 1/2" x 5 1/2"

PC14
14 oz Canister
Unit Dimensions: 5 1/4" x 3 1/2"
Case Pack: 6 / 14 oz
Case Weight: 6.5 lb
Case Dimensions: 10 9/16" x 7 1/8" x 5 9/16"



Japanese Matcha

A fortified blend of pure, quality green tea powder from Nishio region in the Aichi Prefecture of Japan, the country's leading producer of matcha green tea powder. Matcha is known to be high in antioxidants. Refreshing and delicious, Our Japanese Matcha Tea Frost has become a favorite in cafes around the globe.

JM3SUP
3 lb Bag
Unit Dimensions: 11" x 8"
Case Pack: 4 / 3 lb bag
Case Weight: 17.2 lb
Case Dimensions: 11 5/8" x 7 7/8" x 8 5/8"



Power Chai® Espresso

Our Power Chai® Espresso, best known in cafés as a "dirty chai", is an artisanal product blended with black tea and infused with Chai spices, a touch of black pepper, and Brazilian espresso.

PE14
14 oz Canister
Unit Dimensions: 5 1/4" x 3 1/2"
Case Pack: 6 / 14 oz
Case Weight: 6.5 lb
Case Dimensions: 10 9/16" x 7 1/8" x 5 9/16"



Thai Iced Tea

Ice-cold and smooth, and enhanced with Beta Carotene and MCT oil from coconut, our Thai Iced Tea makes the perfect, exotic refresher. With notes of coconut and a hint of sweetness, enjoy this classic treat at home!

SBTHAI-F
Standup Pouch
Unit Dimensions: TBD
Case Pack: 4 / 16.2 oz Bag
Case Weight: 5 lb
Case Dimensions: TBD