



## Simply Organic® Pre-Brew Coffee Spices

Product	Pre-Brew Coffee Spices Chai Spices
Product Category	Organic Coffee
Launch Date	August 2018
Item #	19580
UPC	0-89836-19580-7
SRP	\$8.49
Avg. Net Weight	1.69 oz.
Assembled Unit Dimension	2.25"D x 2.25"W x 3.00"H
Inner Case Wt.	3.00 lbs.
Inner Case Pack	6 units
Master Case Dimension	7.625"D x 5.188"W x 3.25"H
Master Case Wt.	3.00 lbs
Master Case Pack	6 units
Cases per Pallet	450 cases (45 cases per layer, 10 layers)
Date Coding	Julian from manufacturing date
Shelf Life	3 years
Best Used Within	3 years from manufacturing date
Package Material	Glass jar, plastic lid
Recyclable	Yes
Country of Origin	United States
Percent Organic	At least 95% organic



**Ingredients:** Organic cinnamon, organic fennel, organic ginger, organic anise, organic cardamom, organic cloves, organic black pepper.

**Certifications:**

Organic certified by QAI  
Kosher certified by KSA  
Non-GMO Project Verified

**Product Standards:**

Organic	Kosher	No Caffeine
No MSG	No Trans-fat	Non-GMO
Fat free	No Artificial sweeteners	
Preservative free	Vegan/Vegetarian	
No Artificial Colors		Yeast Free



## Pre-Brew Coffee Spices-Chai Spices

### Flavor Profile and Use

Chai Spices Flavor Profile: With underlying notes of anise, black pepper and cloves, this chai blend infuses an unexpected dimension of flavor in coffee, with fennel, ginger and cinnamon elements that stand up next to bold dark-roast beans.

Use: Whether you percolate, pour-over, French press or cold brew, **New** Simply Organic Pre-Brew Coffee Spices let you brew rich, spice flavors right into your freshly ground coffee. No need to use sweet syrups or artificial flavors.

### Features & Benefits

- *Product Quality*
  - Cut and Sifted product vs. powdered spices pairs well with coffee, delivering visual appeal, optimal flavor and reduced sludge in brewed coffee
  - Product is freshness sealed and dated to ensure great tasting flavor
  - In-house Quality Assurance lab enables continuous screening of raw material
- *Clean Ingredients*
  - No artificial ingredients or natural flavors
  - No added sugars
  - Product is certified organic by Quality Assurance International
- *Packaging*
  - Clear package/label provides assurance of quality and freshness
  - High end looking glass bottle

### Product Detail

UPC	Description	Net Wt. (oz)	MSRP
0-89836-19580-7	Chai Spices, Organic	1.69	\$8.49

### Simply Organic Consumer Profile:

- “Good for me” female, age 25-44, HHI \$75K to \$125K, college educated, married with children
- Cross shopper-natural food and grocery channels
- Grocery shops eight (8) times per month
- Willing to pay premium for perceived value and convenience
- Actively pursues nutrition, exercise and general health
- Cooks from scratch eight (8) or more times per month

