

“WE SHOWCASE THE INDIAN CHAI TRADITION TO THE WORLD”

International fame, once again, for Belgian company Chalo: winner of the Best New Product Award at World of Coffee Milan by The Specialty Coffee Association (SCA).



Melsele/Milan, July 12 - The flush of victory still reverberates at Chalo, Belgian producer and distributor of the traditional Indian Chai Latte. At World of Coffee 2022 in Milan, the most prestigious trade show of The Specialty Coffee Association, Chalo's Lemon Ginger Iced Tea won the award for 'Best New Product for Specialty Non-Coffee Beverage Stand Alone'. “This undoubtedly reinforces the tremendous flow we are in. What's important, is that our story gets even more publicity now”, says Chalo's business manager Gita Van den Boer.

Belgian company Chalo is an all-natural, sustainable and premium brand inspired by the authentic chai latte recipe from India. Chalo particularly wants to honor the precious heritage of the Chai Wallahs (literally tea maker); pouring black tea into hot milk with a spice blend of cardamom, cinnamon, black pepper and ginger. It does so with its own 100% vegan range of products full of convenient, affordable and healthy products. These are offered in both the hospitality sector and for home consumption, through a network of trendy coffee shops and specialist food stores.

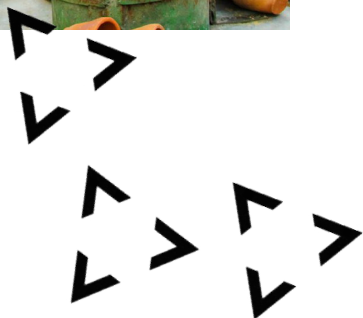
“My goal has always been to showcase that wonderful Indian chai tradition to the world, while respecting its origin”, says Chalo's founder Gita Van den Boer. Gita, former Sales Manager and Director at listed company Brunel, was herself adopted from India. Only in 2010 did she get the chance to visit her native country. There, she volunteered at the orphanage where she once stayed. After returning to our country, she could not find the same quality of chai latte she drank every day during her stay. That triggered Gita to start Chalo, which literally means “let's go”. In 2015, Chalo launched the Chai Masala, Vanilla, Cardamom and Lemongrass. The first award for the newcomer followed almost immediately. It gave Gita a huge boost to continue to expand. Today, Chalo is active in 30 countries in Europe, Asia, North and South America.





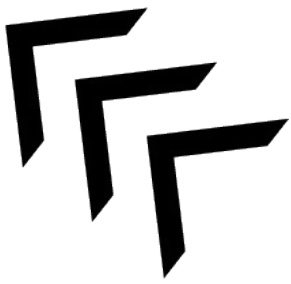
DARING

The recent Best New Product Award from The Specialty Coffee Association - highly regarded in the industry - is a huge recognition and very nice endorsement for Gita and Chalo. "It shows that the quality and importance of focusing on the authentic story is recognized. We're doing well with *the right people*. Moreover, in our category we beat the reference within our industry, Beyond the Bean from the UK, which was nominated with a similar tea with lemon and ginger. I think we won because we are more daring. Our Chalo Lemon & Ginger Iced Chai *kicks ass*. Especially thanks to the hearty serving of ginger."



OVERALL VISION

Chalo strives to be a brand with an overall vision. For example, it already offered refills in larger packaging in 2015. "In order to guarantee our authentic quality and boost employment, all production is done in India," Gita cites. "We produce the packaging in function of sustainability and minimum distances in Europe. If boxes with orders are not full, we don't send them. No half-full shipments with us, we are very rigid about that. You know, the whole story just has to be right: from sustainable partnerships to social workshops that intervene in the packaging process. As a product, it's easy to appear in a catalog. But we choose a different process: slower, but sustainable. We also swear by fair remuneration, in our own rebellious way. Conscious short chains combined with regular audits in India and with the other suppliers."



MOTHER TERESA

Gita's goal with Chalo is to give something back to India as well. "I know: this sounds like Mother Teresa, who I am not. But I do mean it sincerely. I want to build bridges between Belgium and India and stimulate (female) entrepreneurship", says the vice president of the Belgian chapter of the Women's Indian Chamber of Commerce & Industry (WICCI), an organization that promotes female entrepreneurship in businesses by encouraging greater involvement in government and forging networks worldwide. "I dream of one day setting up my own empowerment project there to help women and children in the tea plantations, supported through education. At the same time, I want to develop Chalo into a market leader in healthier food products for the catering and home consumption sectors. So yes, I'm very ambitious and impatient. And ready to create a lot of impact with Chalo."



SOME FACTS & FIGURES:

- » August 2015: launch Chai Masala, Vanilla, Cardamom and Lemongrass
- » 2015: Award Best New Natural Drink of Scandinavia at Natural and Organic Food Fair
- » 2017: Best New Product Award for Non Coffee Specialty Beverage at World of Coffee Budapest by Specialty Coffee Association
- » 2022: Best New Product Award for Non Coffee Specialty Beverage at World of Coffee Milan by Specialty Coffee Association
- » Sales in 30 countries in Europe, Asia, North and South America
- » Clients: 2017 = 297, 2022 = 560, with chains included that makes a total of 750 locations
- » Belgian team Chalo Company: 5
- » Channels: 80% foodservice catering, 5% e-commerce, 10% Out of Home Specialty Retail
- » Increase in product sales: H1 2022 vs H1 2021 = 55 %
- » Sold cups of Chai Masala so far in 2022 = 1.626.876

MORE INFO



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