



SEATTLE CHAI HOUSE

SEATTLE CHAI HOUSE PRESENTATION OVERVIEW



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SEATTLE CHAI HOUSE

VISION

**TO BRING MY FAMILY CHAI RECIPE
TO SEATTLE CUSTOMERS AND
CREATE A VENUE THAT WELCOMES
ALL TO ENJOY A MOMENT OF
RELAXATION IN THEIR DAY.**



SEATTLE CHAI HOUSE VALUES

ELEVATE CHAI: Create a chai tea culture similar to Seattle's coffee community

WELLBEING: Promote individuals slowing down to take a moment in their day to reflect and relax

COMMUNITY ENGAGEMENT: Build relationships within the Seattle community



SEATTLE CHAI HOUSE OWNER | ANIKA DEVI

Our family has tea gardens in south India and created a culture of bringing people together to network and find community over tea. After moving to Seattle to pursue an MBA at the UW Foster School for Business I was reminded of the quiet life on our tea estate and am now looking to recreate those moment of tranquility at the Seattle Chai House.



SEATTLE CHAI HOUSE SERVICES OFFERED

- Operating a chai house five days a week serving a wide selection of chai from masala chai to sulaimani chai as well as small bites to in-person customers
- Providing a marketplace of take home chai options and homegoods
- Offering free community space to nonprofits, small business groups, and affinity groups
- Offering chai tasting sessions and education



SEATTLE CHAI HOUSE THE MARKET

Tea is the most widely consumed beverage in the world next to water, and can be found in almost 80% of all U.S. households.

On any given day, over 159 million Americans are drinking tea.

The canned/bottled RTD tea segment comprised about 50% of total market share and is expected to assume a growth of 1 – 3% over the next five years.



SEATTLE CHAI HOUSE THE MARKET



Refrigerated teas and high-end specialty teas continue to grow at accelerated rates, stealing share from both traditional and RTD with a growth of some 4 – 5% per annum.

The industry anticipates continued growth, with an anticipated CAGR of 1-3%. This growth represents all segments, driven by tea's variety, convenience, health benefits, sustainability, availability, continued innovation and the discovery of unique, flavorful and high-end specialty tea. *



SEATTLE CHAI HOUSE TARGET CUSTOMERS

In-store customers

Anyone looking for a good cup of chai and is seeking a place to relax and engage with the community

Grab and go customers

Customers who want to stop in and pick up their morning cup of chai

Community Groups

Groups seeking a space that offers free community space



Education

Individuals who want a go to spot to buy and learn more about the variety of chai available at the Seattle Chai House from producers around the world

PRODUCTS & SERVICES

CHAI MENU
MERCHANDISE
EVENTS



SEATTLE CHAI HOUSE INTERIOR CONCEPTS



SEATTLE CHAI HOUSE MARKETING PLAN

DIGITAL

- Social media paid marketing (Instagram, Facebook)
- Email/SMS marketing
- Business website
- Press release
- Banner ads and newsletter inclusion ads with wellness or hyper local newsletters
- Outreach to groups to utilize free event space



IN-PERSON

- Postcards
- Attending wellness events
- Joining small business group
- Connecting with neighbors and other small businesses in area



SEATTLE CHAI HOUSE COMMUNITY GIVE BACK

Seattle Chai House will be donating 1% of total revenue to 1% for the Planet. This is a global network with thousands of businesses and environmental organizations working together to support people and the planet.

www.onepercentfortheplanet.org



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PARTING WORDS

Tea is an invitation to cherish
the present moment.



Contact Us

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SEATTLE
CHAI HOUSE