

Oregon Chai, Inc.

Creating one of the most iconic brands in the industry today



BUSINESS CHALLENGE

Oregon Chai introduced the first chai tea to the market as a concentrate to be mixed with milk. Through a mutual friend in Portland, Oregon, Sinclair Group met the founders and soon learned the company was in need of sales, a marketing program and additional investment funds to launch a national, shelf-stable, chai tea concentrate. At the time, Oregon Chai was only a little over \$200,000 in sales and was not in a consumers goods packaged format. The company's objective was to get into a concentrated Tetra Pack package for national distribution.

SOLUTION

The Sinclair Group became a national sales and marketing partner, investor and board member. We raised additional funds with the company and joined a strong board of advisors. We then embarked on a branding and sales plan that introduced Oregon Chai to a food service network of over 500 coffee distribution channels and coffee chains.

BENEFITS & RESULTS

Partnering with Sinclair Group allowed Oregon Chai in its first year to accomplish in excess of \$1MM in sales with successful customers such as Whole Foods, Seattle's Best Coffee, Borders Books and Music Café, Trader Joe's and many more. The journey continued for almost seven years with over 850 distributors and \$15MM in sales until our stock was sold to Swander Pace Capital. We had become the #1 chai tea in the category, and to this day, Oregon Chai is one of the strongest iconic brands that exists in our industry. The company eventually was bundled with Jet Tea Brands and then sold for \$75 MM.