

# tiger pùrrr



## anti-ordinary chai

### about tiger purrr

Tiger Purrr specialises in mouth-tinglingly delicious, chef crafted chai. A fiercely elegant chai, that provides a sustained release energy.

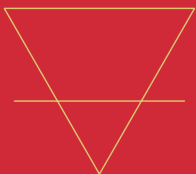
We are anti-chemicals, anti-preservatives, anti-additives, anti-single use packaging, anti-pesticides and anti-concentrate. We are anti-ordinary.

We keep things pure. It's what we leave out that makes us stand out.

We are taking a stand to say excellence, craftsmanship and the extraordinary should be celebrated. That being different is to be revered.

"Big chai" churns out cheap powder and concentrate to satisfy the masses. Not our cuppa tea.

We're proudly small batch and obsessed with premium quality, thoughtfully sourced ingredients. Crafted by the taste-maker of the world's most awarded Vietnamese restaurant, Red Lantern Sydney – famous for its delicious clash of authentic and the experimental.





## anti-ordinary chai

### chef crafted

Tiger Purrr chai tea is meticulously crafted by the taste-maker of the world's most awarded Vietnamese restaurant, Red Lantern — famous for its delicious clash of the authentic and the experimental.

### pure & natural

100% pure and natural ingredients, it's what we leave out that makes us stand out.

### our blend

An impossibly delicious blend of flavours takes you on a steamy journey through India and South East Asia. From the earthy potency of Vietnamese cassia, the liquorice-sweetness of star anise and the tingly warmth of szechuan pepper, Tiger Purrr rewrites the rules of what premium chai tea can be. Warning: you may never return to ordinary chai again.

### shamanic activation

Our founder, Pauline Nguyen, is a spiritual entrepreneur who practices shamanic activation to connect the mindset, heartset, healthset and soulset to a higher frequency. She activates all our pure ingredients so they are better digested by the body and absorbed with a positive charge. You'll feel it from sip to soul.

### welcome to the slow buzz

Unlike coffee which sledgehammers your body with caffeine, Tiger Purrr chai tea is all about that pure, slow-release caffeine that gives you sustained stamina to do your thing, whatever it is. While it's not decaf, it's a beautifully gentle buzz.

[tigerpurrr.com](https://tigerpurrr.com)



## our wholesale footprint

### our partners

We created Tiger Purrr for beautiful humans. Those who know, understand and appreciate the alchemy of quality, flavour and heart.

We ensure that any cafe, restaurant, independent grocer or gift store that appreciates the Tiger Purrr quality and requests to stock our chai will embrace the product with as much love and care as we do.

### orders & delivery

- \ Wholesale orders are delivered any day between Monday to Friday.
- \ Products will be logged with our courier within 24 hours of order received.
- \ Orders can be made to [hello@tigerpurrr.com](mailto:hello@tigerpurrr.com) or over the phone to Emma Scott on +61 410 506 499.
- \ \$150 minimum order for free delivery to metro areas. All orders outside metro zone freight charges will apply.

### creating a groundswell

We believe in supporting our partners. We work with you to educate and delight your customers on the wonders of Tiger Purrr. Although we love to work in bespoke ways to collaborate, here are a few of our trusty favourites:

- \ In store Tiger Purrr collateral, such as flyers or tea coasters.
- \ Competitions – purchase a Tiger Purrr chai and go in the draw to win a Tiger Purrr Lucky Three gift set.
- \ In store event – a Tiger Purrr tasting session or an evening round table event hosted by Pauline Nguyen - the Spiritual Entrepreneur.
- \ Geo-targeted advertising – digital advertising to entice locals to come in and try Tiger Purrr.

### terms

For new customers our terms of payment are COD. After three months of regular purchases customers can request to become account holders. For account holding customers terms are 14 days from date of invoice.

There is no gst on tea. Prices may be subject to change based on market changes.



# our range – original

## the one – 150g



- / canister with mini-booklet with brewing instruction
- / delicious chef-crafted loose leaf chai / 150g / 37 serves
- / 100% pure & natural + energetically activated
- / ingredients: whole-leaf assam tea, cassia, cardamom, clove, ginger, star anise, fennel seed, szechuan pepper, angelica root
- / created by Mark Jensen & award winning Red Lantern restaurant

## the one refill – 150g



- / re-sealable pouch
- / delicious chef-crafted loose leaf chai / 150g / 37 serves
- / 100% pure & natural + energetically activated
- / ingredients: whole-leaf assam tea, cassia, cardamom, clove, ginger, star anise, fennel seed, szechuan pepper, angelica root
- / created by Mark Jensen & award winning Red Lantern restaurant

## the big purrr – 1kg



- / 1kg wholesale bag
- / delicious chef-crafted loose leaf chai / 1kg
- / 100% pure & natural + energetically activated
- / ingredients: whole-leaf assam tea, cassia, cardamom, clove, ginger, star anise, fennel seed, szechuan pepper, angelica root
- / created by Mark Jensen & award winning Red Lantern restaurant

# our range – wellbeing

## wellbeing – 100g



- / re-sealable pouch
- / delicious chef-crafted loose leaf chai / 100g
- / 100% pure & natural + energetically activated
- / A fiercely elegant blend of whole-leaf assam tea, cassia, cardamom, clove, ginger, star anise, fennel seed, szechuan pepper, angelica root
- / created by Mark Jensen & award winning Red Lantern restaurant

## vitality – 100g



- / re-sealable pouch
- / delicious chef-crafted loose leaf chai / 100g
- / 100% pure & natural + energetically activated
- / An invigorating blend of whole-leaf assam tea, cassia, cardamom, clove, ginger, star anise, fennel seed, szechuan pepper, angelica root, ashwaganda
- / created by Mark Jensen & award winning Red Lantern restaurant

## digestive – 100g



- / re-sealable pouch
- / delicious chef-crafted loose leaf chai / 100g
- / 100% pure & natural + energetically activated
- / A soothing blend of whole-leaf assam tea, liquorice, aniseed, cumin, ginger, lemongrass
- / created by Mark Jensen & award winning Red Lantern restaurant

## libido – 100g



- / re-sealable pouch
- / delicious chef-crafted loose leaf chai / 100g
- / 100% pure & natural + energetically activated
- / A stimulating blend of whole-leaf assam tea, nutmeg, all spice, cinnamon, ginger, clove, coriander
- / created by Mark Jensen & award winning Red Lantern restaurant

## the one gift box



- / canister with golden spoon in premium gift box
- / delicious chef-crafted loose leaf chai / 150g / 37 serves
- / 100% pure & natural + energetically activated
- / ingredients: whole-leaf assam tea, cassia, cardamom, clove, ginger, star anise, fennel seed, szechuan pepper, angelica root
- / created by Mark Jensen & award winning Red Lantern restaurant

## the love



- / canister + pouch with golden spoon in premium gift box
- / delicious chef-crafted loose leaf chai / 150g / 37 serves
- / 100% pure & natural + energetically activated
- / ingredients: whole-leaf assam tea, cassia, cardamom, clove, ginger, star anise, fennel seed, szechuan pepper, angelica root
- / created by Mark Jensen & award winning Red Lantern restaurant

## the lucky three



- / three canisters with golden spoon in premium gift box
- / delicious chef-crafted loose leaf chai / 1kg
- / 100% pure & natural + energetically activated
- / ingredients: whole-leaf assam tea, cassia, cardamom, clove, ginger, star anise, fennel seed, szechuan pepper, angelica root
- / created by Mark Jensen & award winning Red Lantern restaurant







for more information

Please contact Emma Scott on [emma@tigerpurrr.com](mailto:emma@tigerpurrr.com)  
or phone + 61 410 506 499.