

NEW
 ZUMA SPICED CHAI
 NOW VEGAN APPROVED
 & REDUCED SUGAR



Vanilla Chai

Spiced Chai Latte



/zumadrinks



- APPROVED BY THE VEGAN SOCIETY
- NO ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES
- MADE WITH REAL SPICES

flexitarian } noun; a person who has a primarily vegetarian diet but occasionally eats meat or fish.

Spice up your menu

Spiced drinks are a welcome alternative to everyday tea, coffee or hot chocolate on winter menu's. We've updated Zuma Spiced Chai so it's now approved by The Vegan Society and has 10% less sugar, so there has never been a better time to give chai a try.

Annual events and promotions like Meat-free Mondays, National Vegetarian Week and Veganuary have all contributed to the massive spike in the number of people choosing to follow a flexitarian diet. With no hard and fast rules this diet appeals to people who are trying to reduce the amount of meat they consume but also still really enjoy a bacon sandwich or two. As one in seven (14%) adults say they are interested in limiting or reducing their consumption of meat or poultry in the future, this trend is here to stay*. Being sure to offer a selection of non-dairy milks not only caters to vegans but to anyone following a lactose free diet.

Zuma Spiced Chai has been reformulated so, that like so many Sweetbird, Cosy and Zuma products, it is now registered with The Vegan Society. Based on the same blend as before we have also increased the amount of spices. The new recipe can be now be enjoyed by anyone looking for a dairy-free chai experience. Blending black tea extract with real ginger and cinnamon it can be enjoyed as an indulgent chai latte with steamed milk of any type, and a dusting of cinnamon to finish. The new blend is a denser concentration than before, so should now be made using

the smaller Zuma portion scoop, with 32.0 CC on the base. Zuma Spiced Chai also works well in many cold drinks such as a Spiced Mango smoothie or Spiced Peach frappé. Add a selection of vegan seasonal drinks to your menu, such as Spiced Orange or Red Velvet hot chocolate, made with Zuma and Sweetbird vegan approved ingredients. Recipes for these two hot chocolates can be found later in the brochure.

DIRTY COCONUT CHAI

- 1 scoop Zuma Spiced Chai (non-dairy)
 - 1 shot espresso
 - Coconut milk
1. Add chai and espresso to cup.
 2. Mix into a smooth paste
 3. Top with steamed coconut milk, stirring as you pour

SPICED BEET LATTE

- 1 scoop Zuma Spiced Chai (non-dairy)
 - 1 scoop Zuma Organic Beetroot powder
 - Soya milk
1. Combine beetroot and chai in a cup.
 2. Add a splash of hot water and mix into a paste
 3. Top with steamed soya milk, stirring as you pour



Our Vanilla Chai takes inspiration from the chai of India. It's a mild blend of black tea extract, ginger and cinnamon – with a hint of vanilla. You can drink it as tea with hot water, or as a chai latte with steamed milk and a dusting of cinnamon. Zuma Vanilla Chai is made using the medium portion scoop (with 43.0 CC on the base) for portion control and consistent serves.

Both the Spiced and Vanilla Chai are available in striking 1kg tins.

- MADE WITH REAL SPICES
- NO ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES
- APPROVED BY THE VEGETARIAN SOCIETY
- MAKE WITH MILK OR WATER

*Mintel's Meat-Free Foods UK 2017 market report