**27th April 2022**

**De-stress with Arkadia calming chai, boosted with Ayurvedic Adaptogens**

**FOR IMMEDIATE RELEASE**

Melbourne, Australia – Arkadia Beverages is excited to announce the launch of calming, mood boosting chai into Coles and Woolworths.

The latest health food trend to hit social media is one that has been hard to avoid. Brands all over the internet have been launching products containing adaptogens, a class of herbs that are intended to help your body and brain manage stress. With the events of the past few years, it is no wonder their popularity has exploded in health food and online retail channels. But these foods are nothing new. Used in traditional Indian medicines, ayurvedic foods have been used to maintain balance and wellbeing for thousands of years.

Ashwagandha, is best known for combatting stress and anxiety, but may also help improve mood and memory, reduce inflammation, and reduce blood sugar levels. Another stress buster, L-Theanine, is an amino acid extracted from tea, touted to reduce anxiety, stress, and promote relaxation aiding a good night’s sleep.

One Australian brand is bringing these wonder herbs to the masses. New to the tea aisle in Coles and Woolworths, Arkadia have launched a range of Chais with benefits, including Calming Chai with adaptogens Ashwagandha and L-Theanine. With a gentle chai spice flavour and a blend of decaf tea and chamomile this chai is perfect for before bed. You can sleep easy knowing that it is only 51 calories per serve, and with the addition of pre and probiotics, Arkadia Calming Chai could be exactly what your bedtime routine is missing.

The Arkadia Plus+ Chai range also includes an immunity bolstering chai with ayurvedic spices ginger and turmeric, boosted with vitamins and minerals, and Collagen Chai, featuring 5g of collagen per serve for healthy joints, hair, skin and nails.

Available in selected Coles stores already and soon to launch in Woolworths in early June 2022.

Arkadia is a family owned, Australian brand from food and beverage manufacturer, Maltra Foods. Established in 1997 in St Kilda, supplying Drinking Chocolates and Chai Tea to a handful of cafes around Melbourne the Arkadia brand has grown to become one of the most recognised brands in Australian café society. Following their success in the café scene, the family decided to launch chai tea in retail friendly packs and became the first Australian made chai in Australian Supermarkets. The brand has continued to grow and has become the number 1 selling chai in retail and food service, and remains family owned and Australian made to this day.

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