



CHAI RITUALS

SMALL-BATCH CHAI · NEW JERSEY

THE CHAI RITUAL GIFT BOX

Whole-leaf masala chai, two ceramic cups and a golden spoon, in a soft-touch box that needs no wrapping.

A GIFT FOR NEW BEGINNINGS

WHO WE ARE

CHAI IS MORE THAN A BEVERAGE. IT'S A RITUAL.

Chai Rituals began at home, during lockdown, looking for something to hold the day together. We grew up on chai from Indian roadside stalls — brewed hard, spiced properly, poured from a height. That cup is what we set out to make.

We blend in small batches in New Jersey and pour at farmers markets across the state, so the people who drink it can meet the people who make it. Whole-leaf Assam, whole spices cracked rather than ground, and nothing in the tube we would not put in our own cup.

**“WE'RE NOT IN A RUSH.
WE WANT TO GET THIS RIGHT.”**

SANTHOSH, FOUNDER

WHOLE-LEAF
ASSAM

SPICES CRACKED
WHOLE

NO POWDERS OR
SYRUPS

BLENDED IN NEW
JERSEY



THE STOVETOP METHOD — WATER, LEAF, MILK, THREE RISES

EIGHT MINUTES

WHAT WE MAKE

THE RANGE

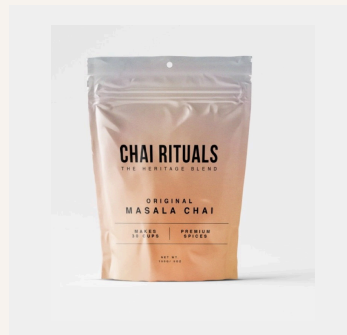


ORIGINAL MASALA CHAI

Whole-leaf Assam with green cardamom, cassia cinnamon, ginger, clove and Malabar black pepper, in a 150 g tube with a card inside showing how we brew it at home.

150 G · ABOUT 30 CUPS · WHOLE LEAF

Three ways to drink it, one method. Each is built on Assam tea and whole spices, cracked rather than milled into powder.



MASALA, THE POUCH

The same spice mix on strong CTC Assam, for anyone who takes their chai darker and faster. Resealable.



CARDAMOM, THE POUCH

Green cardamom as the only spice — cleaner, more floral, and the one to serve after dinner.



THE METHOD

Leaf and spice go into water first and come to a rolling simmer. Milk goes in after, and the pan rises three times before it is strained from a height.

WATER · LEAF · MILK · THREE RISES

A tube makes about thirty cups — roughly a month of mornings for one person, or a fortnight for two.



CARDAMOM

Green pods, cracked whole



CINNAMON

Cassia bark, snapped



GINGER

Dry, sharp on the finish



CLOVE

Whole buds, one per pot



PEPPER

Malabar, cracked coarse



THE GIFT BOX

EVERYTHING FOR THE FIRST CUP.

The box holds the tea and the two cups it should be drunk from — one for them, one for whoever they share it with. It arrives finished: gold foil on a soft-touch lid, ivory tissue folded over crinkle paper, a magnet that closes the flap. There is nothing to wrap and nothing to add.

- 01 150 g whole-leaf masala chai tube
- 02 Two ceramic cups, cream and speckled black
- 03 Golden stirring spoon
- 04 Brewing card, the way we make it at home
- 05 Ivory tissue and crinkle paper
- 06 Soft-touch magnetic box, gold foil lid

IN THE HAND

MADE TO BE OPENED SLOWLY.



THE BOX

A white box with a soft, velvety finish and the name in gold foil. The flap closes with a magnet, so it looks finished the moment it arrives.



OPENING IT

Lift the lid and the chai and cups are tucked under ivory tissue. Crinkle paper holds everything in place, so it arrives the way we packed it.



THE CUPS

One cream cup with a toasted rim, one speckled black, and a golden spoon for stirring in the pan. They stay in the kitchen long after the tea runs out.

YOUR CARD, INSIDE

Every box can carry your own card — printed with your message and your branding. Send artwork, or we will set it in our type.

READY TO HAND OVER

Boxes arrive packed and sealed. Deliver them yourself, or we ship to one address; we deliver by hand across Bergen County, New Jersey.

WHY THIS GIFT

IN AN INDIAN HOME, THE KETTLE GOES ON BEFORE ANYTHING ELSE.

Tea is how welcome is said. Someone arrives, and before the coats are off the pan is on the stove. It is the small ceremony that turns a house into somewhere people sit down — which is exactly what a family is looking for in the first week in a new home.

That is the thought behind this box. Not a hamper that gets divided up and forgotten, but the tea, the cups and the spoon for the first pot someone makes in a kitchen that is still half unpacked.

It suits the occasions that matter to families here: a housewarming, a closing, Diwali, a thank-you that should not look like a coupon. At Diwali, sweets are given with love and are gone by the weekend. A tube of chai lasts about a month of mornings, and the cups stay in the cupboard for years.

It travels well between cultures, too. Everyone understands a good cup of tea, and no one has to explain what to do with it.



FOR REALTORS AND CLIENT GIFTING

BY THE CASE

Closing gifts for the season, ordered together and released as you need them. Volume pricing on request, one invoice, purchase orders accepted.

YOUR NAME ON IT

Your card sits on top of the tissue, so your client sees your message before the gift. Allow about two weeks for a custom card.

DELIVERED

Shipped to your office, or delivered by hand in Bergen County. Tell us your date and we will work to it.



LET'S PUT THE PAN ON.

hello@chairituals.co

chairituals.co

[@chai_rituals](https://www.instagram.com/chai_rituals)

BLENDED & PACKED IN NEW JERSEY