

For Immediate Release



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Pip's Original Owners Launch Community Chai, Bottled Chai Concentrate, Amid COVID-19 Crisis, 10% Profits To Support Service Industry

Since 2013, Northeast Portland's Pip's Original Doughnuts & Chai has been synonymous with community and cozy comfort. Now the Pip's team brings that same spirit to local homes with **Community Chai: bottled concentrates of the cafe's spiced chai blends that fans can make and savor anytime.**

Married co-owners Nate and Jamie Snell were forced to furlough the entire Pip's Original staff and shutter the cafe on March 16 after Oregon's governor mandated no gatherings of over 25 people. Left with no staff and no customers, the Snells went into crisis management mode; landing on a concept to pay the bills long enough to open Pip's doors again: Community Chai.

Armed with a few hundred glass bottles sold to them by the fine folks at Portland Juice Co. the scrappy pair began brewing ultra-concentrated versions of their five flavors of [hand-crafted, small-batch chai](#). When the first bottles of concentrate were announced on social media in late March, the response from Portlanders was swift and overwhelmingly positive. Community Chai sold out almost immediately. Nate and Jamie breathed a huge sigh of relief, energized to keep providing their customers with bottles of "concentrated kindness" at a time when people are feeling increasingly isolated.

Community Chai now sells bottles of small batch chai concentrate for no contact pick up twice a week at Pip's Original. Five long-loved flavors available: toasted coconut-turmeric Heart Of Gold. Chile-spiced Ginger Rogers, cocoa-campfire Smokey Robinson, woody vanilla The King And I, herbal-floral Emmylou. **Priced at \$19, each 16-ounce bottle of concentrate yields 32-ounces or more of chai (dependent on personal taste). Customers can blend the concentrate with their favorite milk, juice, or milk-alternative—or even use it to craft their own unique cocktails.**

"Community Chai was born out of a pure place. Our commitment to this community is now giving back in such a beautiful way," says Nate. "Gifting people a dozen free birthday doughnuts ended up being the best community-based insurance policy when our actual insurance company denied our claim. Every bottle is a love letter to the community we cherish and the city we adore."

Continuing Pip's trademark focus on generosity and "paying it forward with integrity," **10 percent of profits from every batch of Community Chai are earmarked for its new service industry donation program,**

which supports other small, local businesses. Recent recipients include Magna, Kim Jong Grillin', Jojo PDX, and Matta.

Nate sums up the Community Chai experience: "One customer called it 'social connection in a cup.' And that's it. When this crisis is over, what will be important is that there was a paradigm shift; that people started finding beauty in the small things that really matter. Taste creates a memory. Before launching a new company during these challenging times, we first had to answer the question: "Are we creating something that is positive over the long term? And the answer was a resounding "Yes." That's what we are trying to do cup by cup."

Community Chai is available to [preorder](#) Tuesdays and Fridays at 8 am. No contact pickup takes place at Pip's Original Doughnuts & Chai Wednesdays and Saturdays 10 am-1 pm. Each 16 oz bottle of Community Chai concentrate is \$19.

Community Chai: Concentrated Kindness

#ConcentratedKindness

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