

## **Chai Master Holdings Launches CRAFTEA™: The Ultimate Tea Maker™**

*Proprietary technology simplifies personal tea and chai making.*

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IRVING, TX Today Chai Master Holdings LLC. announces the launch of CRAFTEA™: The Ultimate Tea Maker™. This revolutionary new device is the world's first tea and chai maker for home and personal use. Using proprietary vortex technology, CRAFTEA™ simplifies the chai making process and prevents messy boil-overs, allowing the user to create gourmet beverages in a matter of minutes, extracting maximum flavors from ingredients.

CRAFTEA™ is the result of over three years of research, development and engineering by co-founders Pratima and Jitu Keshav. "Our vision was to make a revolutionary appliance that brings convenience, consistency and customization to a time honored beverage," Jitu explains. "We believe in the traditional rituals of serving tea and chai – with each individual having their own special twist."

CRAFTEA™ brews up your favorite tea or chai in minutes. Its simple, user friendly, step by step process allows you to customize tea beverages to your taste using fresh herbs and spices, and saves your brew settings to ensure a consistent beverage time and time again.

### **Key features of the CRAFTEA™: The Ultimate Tea Maker™:**

- Proprietary vortex technology paired with state of the art induction technology speeds up flavor extraction
- Patented boil-over controls make cleanups a thing of the past. No attention needed – just add your favorite ingredients and CRAFTEA™ does the rest
- One to four cup capacity and pre-programmed settings for various tea types opens up endless possibilities for creating fresh, gourmet beverages, tea lattes, herbal infusions, tea cocktails, and more.

With dishwasher safe, non-breakable materials, powerful technology to make brewing hassle-free, and an endless menu of flavor combinations, CRAFTEA™ is the ultimate tool for anyone who wants to enjoy and share fresh healthy quality beverages.

CRAFTEA™ will begin shipping product in March 2015, and is now accepting pre-orders at a discounted price of \$199, including free shipping within the U.S. Post-launch the retail price will be \$249. Pre-orders accepted at [www.CRAFTEA.com](http://www.CRAFTEA.com).

### **Media Kit:**

<http://craftea.com/index.php/media-kit>

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