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Boulder Innovation Center Helping Bhakti Chai Grow Business

BOULDER, CO. (9-17-08) – Bhakti Chai, a Boulder based company, joined the Boulder Innovation Center's Natural & Organic Business Program.

“The Boulder Innovation Center (BIC) has been vital in determining our next steps of growth and by connecting us with leaders and experts in the natural food industry,” said Brook Eddy, Founder and CEO of Bhakti Chai.

Micro-brewed locally, Bhakti Chai is a blend of fresh pressed ginger and fiery spices in a sweet broth of Organic Fair Trade black tea. Bhakti Chai is committed to sustainable practices by using only re-usable glass and polycarbonate containers. Founder Brook Eddy found her inspiration after returning from a trip through India when she could not find a chai that tasted as good as those found abroad. Bhakti Chai can be found in over 125 cafes and restaurants throughout Boulder County, Denver, Ft. Collins, & Colorado Springs-as well as Whole Foods and other retail outlets. More information can be found at www.bhaktichai.com.

BIC Director, Tim Bour said, “Bhakti Chai represents a company with enormous potential. The BIC accelerates that potential by supporting the company with the appropriate Natural & Organic expertise from the local community.”

The BIC's Boulder Area Business Program is designed to help new and early stage companies overcome the roadblocks and obstacles encountered while growing a business. Each Client is paired with a BIC Program Manager who works with the Client to identify the key challenges they are facing and create a solid plan to overcome these issues while achieving their personal and professional goals. The BIC then provides volunteer teams of experienced advisors to guide the clients towards success. In addition to working with Clients in the Natural & Organic sector, the BIC serves clients working in Software, Renewable Energy/Cleantech, Bioscience, Nanotechnology, Optical and Engineered products.

About the BIC

The Boulder Innovation Center is a 501 c (6) nonprofit focused on economic development through supporting entrepreneurship in the Boulder area. The center's service model provides a “high-touch” approach to helping companies by matching each client with a team of seasoned serial entrepreneurs and business experts who serve as volunteer advisers. The BIC is supported by fees paid by its clients along with support from City of Boulder, University of Colorado, Boulder Economic Council, State of Colorado and donations from private sponsors. For more information please visit www.boulderinnovationcenter.com.