



Gong cha

JOIN ONE OF THE
FASTEST GROWING
TEA FRANCHISES
IN THE WORLD



Gong cha's global appeal is proven with a brand presence in 23 countries

Gong cha stands out as an international franchise by offering premium, handcrafted bubble tea that guests can't get enough of. We're one of the original franchises to come out of the bubble tea boom in Taiwan almost 20 years ago. Today, we're commanding the industry across the globe.

As a Gong cha franchisee, you'll be in a position to take charge of your market and capture the bubble tea segment throughout your territory. The demand is high. The system support is exceptional and the business model is proven.

Did you know?

The bubble tea market is projected to jump by \$2 billion by 2027, becoming an impressive \$4.3 billion industry worldwide! *

*Source: Allied Market Research



Premium Tea Brand

Originating from Taiwan – the home of bubble tea – Gong cha has grown exponentially throughout the world thanks to our franchise community, premium hand crafted beverages and commitment to quality. We've spent years curating and innovating a better bubble tea. Our guests notice the difference and so does the industry!

- Over **2,200** locations and counting!
- **23+** countries
- **600+** beverage combinations

Recent Industry Awards and Recognition



OUR VISION

TO SERVE A BILLION CUPS OF HAPPINESS

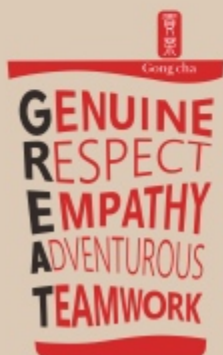
OUR MISSION

Unlock franchisee success to accelerate growth to **10,000 stores by 2030** with consistently great operations that drive customer frequency and loyalty.



What makes Gong cha GREAT?

OUR VALUES



GENUINE

We celebrate individuality and passion to be the best version of ourselves.

RESPECT

Respect for yourself and each other. Gong cha embraces diversity.

EMPATHY

Connect by listening and appreciating different opinions. Everyone is included and heard.

ADVENTUROUS

Be bold and go beyond the expected to delight our customers and colleagues.

TEAMWORK

Together, we're better. Let's live the GREAT values and have fun!



"Gong cha is fun! Our teams around the world take pride in serving the best tasting bubble tea to a broad demographic. We stand for quality and value long-lasting supplier relationships to ensure we maintain the highest standards and premium positioning. Our unique franchise-focused model, a relentless focus on operations, and our dedicated support teams around the world will help you scale the business."

- Paul Reynish
Global CEO



**OUR PEOPLE
MAKE THE
DIFFERENCE**



Iconic Global Brand Loved by Consumers

"Gong cha is a strong and recognizable brand with an established and loyal consumer base. By becoming a Gong cha franchisee, you'll be able to leverage our brand power to attract new customers, drive sales, and grow your business."

- Geoff Henry

President of the Americas

Loyal Customers

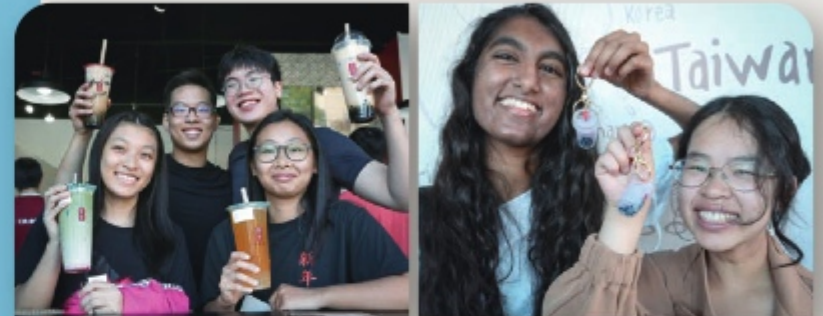
Consumers are becoming more brand-conscious when it comes to choosing their bubble tea. By aligning yourself with the Gong cha brand, you'll be in a position to attract a loyal customer base that trusts and values our products.

Brand Trust

Brand trust is one of the most important drivers of consumer purchase decisions. Gong cha has a strong reputation for quality and reliability, which will give you an edge over competitors.

Recognition

Gong cha has a collection of awards, which are a testament to the love and loyalty that our customers have for Gong cha. You can trust that our brand will be well received by consumers in your area and help drive guests into your stores.



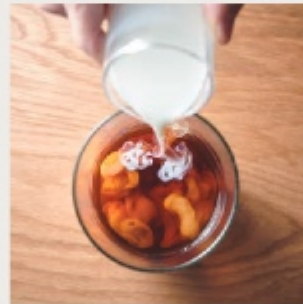
Powered by **Product**

Our franchise system and business model are exceptional, but our products truly make us stand out with guests. They can taste Gong cha's premium quality and recognize the variety and overall experience they won't find in competing brands. Gong cha raises the standard for the entire bubble tea industry with every outstanding beverage we make.



Sourcing Only the Finest Tea

We source all of our signature teas from the finest tea estates in Asia. Instead of relying on pre-mixed powders, we provide our franchises with the fresh ingredients your guests will love.



Freshness Makes the Difference

Our stores brew tea and prepare tapioca pearls and other products fresh throughout the day. We make every drink to order where the guest can customize their ice, sweetness level and inclusions. Consumers demand quality and Gong cha's experience delivers.



In House Quality Controls

Our headquarters house a renowned quality control laboratory led by our certified Tea Master; with over 20 years of experience. We ensure every ingredient you receive meets our strict quality and safety standards. Your guests will taste the difference.



URBAN & SUBURBAN AREAS



UNIVERSITY TOWNS



SHOPPING CENTERS



Flexible Footprints

Gong cha shops can fit in as little as 250 square feet (25sq metres) and require minimal buildout. Most stores are around 800 square feet to optimize the guest experience. Equipment costs are economized thanks to our efficient use of space and limited food preparation requirements. Site options can include in-line, drive-through and kiosk models. Each location will have plenty of in-store branding to draw in the crowds.

Gong cha is Perfect For

- Urban and suburban areas
- University towns
- Shopping centers

Key Site Criteria

- High foot traffic areas
- Strong Millennial and Gen Z populations
- Transport hubs
- Tourist destinations
- Event centers
- Close proximity to other QSR concepts, colleges, anchor stores or other places of gathering

Supporting your Startup and Growth

Franchisees around the world have already benefited from Gong cha's powerful corporate backing. Now, it's your turn. Starting with initial training for you and your top-level team and continuing along with marketing support and much more, we're strongly invested in seeing all of our franchises meet and exceed our stellar reputation for quality.



International Leadership When You Need It and Regional Franchise Support in the US

We have a strong, experienced team in the US to support you in Operations, Training, Marketing and Supply Chain.



Processes Remove Any Guesswork

We've established clear processes for beverage preparation, POS, order kiosks, in-store marketing and every other aspect of business management.



Authentic Ingredients from Asia

All ingredients are sourced directly from us, in order to optimize quality and leverage global supply volumes and logistics.



Expert Training

Online training videos, comprehensive manuals and other training materials are available to help you train your team in the operations of their Gong cha stores.



Ingredient Shelf Life Stability

Our ingredients are designed to take the hassle out of extensive inventory control or the need for extensive refrigeration or specialized equipment, giving you flexibility and efficiency in inventory management.



Site Selection and Analysis

Leveraging and industry leading software provider allows us to scrutinize sites that meet Gong cha's real estate criteria.

"Gong cha is one of the fastest growing bubble tea concepts in the world. It's a unique brand with strong unit economics, an amazing sales to investment ratio, a best-in-class tech stack, highly engaged social fans, great franchisor support and a long development runway. It's one of the most scalable models I've ever seen. Gong cha is the right brand at the right time and the time is now!"

- Mark Treptow

Vice President, Franchise Sales & Development

Global Marketing & Innovation



We were the first to enable customization to our drinks, and the innovators of milk foam for bubble tea. Our global marketing and expert R&D teams have introduced signature drink series and seasonal menus. We're constantly creating new combinations of ingredients to allow our franchisees new options even between supply shipments.

These new flavors come with market research, visual social media marketing materials, operating procedures, instruction videos, ingredient checks and ordering support.

"Gong cha's growth is deeply rooted in our commitment to innovation. Our ability to stay at the forefront of cultural trends, understand what drives consumers, and continuously introduce new products that keep them coming back for more, allows us to foster brand loyalty and position ourselves as market leaders in the bubble tea category."

- Geoff Henry
President of the Americas





**Be the first to
secure your market**

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