

臺灣  
Taiwan

# TAIWAN

## FRANCHISE BRAND

# PAVILION

**05 ▶ 06 SEPTEMBER 2025**

Los Angeles Convention Center, Hall J

**Booth No. 515~525, 614~624**



經濟部商業發展署  
Administration of Commerce, MOEA



中國生產力中心  
China Productivity Center



中華民國對外貿易發展協會  
TAITRA  
Taiwan External Trade Development Council

Booth No.515



## TKK Fried Chicken

### Company Profile

Crunch on famous Taiwanese-style fried chicken with TKK Fried Chicken! Founded in 1974 by Shih Kwei-ting, TKK has been serving customers for over 40 years. Headquartered in New Taipei City, TKK Fried Chicken has over 100 locations in Taiwan and the US. From the very beginning, TKK has been committed to using fresh ingredients, blending bold Eastern flavors with the juicy, crispy techniques of Western cooking. Each bite promises an irresistible taste that will keep you coming back for more.

### Contact Information

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## Chatime

### Company Profile

#### **Chatime: 20 Years as the World's No.1 Bubble Tea Brand**

Chatime is the No.1 bubble tea brand in the world, with over 1,400 stores across 63 countries. Founded in Taiwan in 2005, we've spent the past 20 years serving freshly brewed teas, premium ingredients, and creative beverage experiences to people around the globe. Our mission is to bring people together through the fun and flavor of bubble tea.

Our diverse menu features global signature drinks like Premium Boba Milk Tea, Brown Sugar Boba Milk, and Mango Paradise Refresher—appealing to both first-time customers and loyal fans. We continuously innovate with seasonal flavors, playful toppings, and regional twists to keep our offerings exciting and relevant.

Backed by a proven franchise system, Chatime offers strong brand recognition, flexible store formats, and full support across training, marketing, operations, and supply chain. Whether in high-traffic malls, streetfront shops, or delivery-focused locations, our stores are designed to thrive.

With strong performance in markets like Indonesia, Australia, the Philippines, and Canada, Chatime has become a beloved part of daily life for millions. We're more than a tea brand—we're a global community built around flavor, fun, and discovery.

Let's grow together—one cup at a time!

### Contact Information

🌐 <https://chatime.com/>



Booth No.519



## Happy Lemon

### Company Profile

#### WE DIDN'T JUST RIDE THE BOBA WAVE WE HELPED CREATED IT

As the first to launch Rock Salted Cheese tea, Happy Lemon turned heads and taste buds around the globe. With over 1200+ stores in 21 countries (and counting), we're one of the most recognized tea brands in the world.

Now, we're bringing the same energy, creativity, and scale to our U.S. expansion—and looking for franchisees ready to grow with us.

#### FROM DAY ONE, WE'VE BEEN ABOUT DOING THINGS DIFFERENTLY

Every drink is brewed fresh and crafted by hand, with premium ingredients and real innovation behind every recipe.

Over the years, Happy Lemon grew from a local favorite to an international brand with 1200+ stores across 21 countries, including the U.S., Canada, Australia, South Korea, Japan, and the UAE. And we're just getting started.

In the U.S., We're opened over 120 stores in major cities like New York, Los Angeles, Seattle, Boston, Houston, and Chicago. But our expansion isn't just about numbers. It's about culture—bringing something authentic and exciting to new communities, one neighborhood at a time.

At Happy Lemon, we believe tea should be a treat, a ritual, and a reason to smile. Whether you're grabbing a quick cup or building a multi-unit franchise, you're joining a movement rooted in quality, creativity, and joy.

#### MORE THAN JUST A TEA FRANCHISE

We aspire to be a guiding light for our partners, helping them realize their dreams and make meaningful contributions to their communities. We invite everyone who loves Boba beverages to visit Happy Lemon and share your joyful moments with us. Come on, join us!

### Contact Information

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## ZHEN DING JI TEA CO., LTD.

### Company Profile

From the homeland of tea, a new legend emerges – “TEA TOP.”

Established in Nantou, Taiwan in 1901, TEA TOP traces its heritage back to the renowned Chang Shun Tea Industry, celebrated for producing premium-quality Taiwanese tea. For over a century, the brand has preserved the authentic essence of Taiwanese tea, combining traditional craftsmanship with modern innovation to deliver a truly exceptional tea experience.

Under the visionary leadership of President Yang Kuo-Chen, TEA TOP was officially launched in 2006 as a premium bubble milk tea brand rooted in a century-old tea farm, factory, and deep cultural legacy. This strong foundation has enabled TEA TOP to offer not only high-quality tea but also a compelling and scalable hand-shaken beverage franchise model.

Today, TEA TOP proudly operates over 190 stores across Taiwan and overseas, sharing the taste of Taiwan with tea lovers around the world. We warmly invite you to join the TEA TOP family and build success together with us—one cup at a time.

### Contact Information

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Booth No.525



Infinilush Company Limited

### Company Profile

#### CoCo Bubble Tea – A Global Icon of Taste and Innovation

Founded in 1997 by Chairman Tommy Hung, CoCo Bubble Tea has grown from a single tea shop into a global leader in the bubble tea industry. With over 5,000 stores worldwide and a six-time recipient of the prestigious World Branding Awards, CoCo is a name synonymous with quality, consistency, and innovation.

At the heart of CoCo's journey lies its core mission: Consistency and Continuity. For more than two decades, this guiding principle has driven the brand to deliver exceptional tea and juice beverages crafted from high-quality ingredients, infused with passion, and served with heart. From traditional Taiwanese tea-making techniques to stylish modern store designs and bold flavor innovations, CoCo blends the best of heritage and modernity.

The brand's international journey began with its first overseas store in New York in 2011. Since then, CoCo has built a vibrant global community, powered by its passionate team and dedicated partners who continue to grow with the brand across continents. More than just a drink, CoCo represents a lifestyle—one that embraces tradition, unleashes creativity, and connects cultures. CoCo is committed to creating inclusive, sustainable communities, offering refreshing and eye-catching beverages that not only taste great but also uplift the customer experience.

With every cup, CoCo delivers more than just flavor—we serve consistency, care, and a commitment to excellence. As we continue to seize opportunities around the world, we invite you to join us on this journey of tea, culture, and connection.

### Contact Information

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Booth No.614



## MACU TEA

### Company Profile

**Your next best-seller starts here!**

**MACU TEA — Taiwan's #1 Leading Real Fruit Tea Brand.**

Founded in 2008, MACU TEA has revolutionized the tea market with real fruit chunks, bold flavors, and signature drinking dessert creations.

Our seasonal Mango Smoothie Series features golden mango cubes, chewy green tea jellies, and silky mango slushy, and has gone viral across Asia.

With over 100 million cups sold and millions of loyal fans, MACU TEA is more than a drink— it's a vibrant fruit tea experience. As global demand grows for natural, fun, and social media-friendly beverages, MACU TEA's juicy fruit teas and iconic mango series are primed to be your next best-sellers.

Now expanding internationally, MACU TEA offers franchisees a proven product line, efficient operations, and strong brand equity. Join us to lead the next fruit tea wave!

### Contact Information

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# 段純貞

Duan Chun Zhen

## Kingza International Co., Ltd.

### Company Profile

Even though Duan Chun Zhen came afar to this foreign land, her insistence on the traditional way of cooking never changed even as the land becomes her home. The classic signature braised beef soup insists on using natural self-made oil fried from fresh fatty raw beef instead of commercial canned butter in the hopes of bringing consumers not only delicious but also safe food. The butter is slow cooked with scallions, ginger, garlic, beans and 23 kinds of Chinese medicinal herbs for 8-9 hours before adding bone broth to simmer. Along with mixes of various handmade spices and sauces, the process is difficult and time consuming. We insist on providing every customer with the most alluring taste, hoping to bring you the taste of safe ingredients and heartfulness from its elaboration. Duan Chun Zhen beef noodle is warm but does not scorch, oily but not greasy, in hopes of connecting Taiwanese cuisine to the world with beef noodles.

### Contact Information

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ROTEN MING INTERNATIONAL CO., LTD.

Company Profile

From our roots in Taiwan to the world stage, ABOUTEA has spent over 15 years perfecting the art of tea.

What began as a local passion project has evolved into an international brand recognised for its dedication to craftsmanship, consistency, and authentic flavour. Over the years, our commitment to quality and innovation has allowed us to grow into a trusted name among tea lovers worldwide.

Today, ABOUTEA proudly operates in more than 20 cities and regions across the globe, including the U.S., Canada, South Korea, Malaysia, Hong Kong, and beyond. Each new location represents not just our expansion, but our promise to bring authentic, thoughtfully crafted tea to more people, everywhere.

Our success is built on a strong foundation: a professional R&D team that constantly refines our offerings, a robust and efficient supply chain that ensures freshness and reliability, and strict production standards that guarantee a consistent tea experience in every cup.

Whether you're sipping on our signature milk tea or trying a seasonal favourite, you'll find the same bold flavour, silky texture, and deep-rooted craftsmanship that defines ABOUTEA.

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## Kung Fu tea & Yasubee authentic ramen

### Company Profile

America's beloved Kung Fu Tea is stirring up something exciting! Since 2010, we've been dedicated to sharing authentic bubble tea across the U.S., growing to over 400 locations and even establishing the international holiday - National Bubble Tea Day. Now, we're thrilled to bring even more authentic flavors to you through a landmark partnership with Yasubee Authentic Ramen, one of Japan's most revered ramen chains.

For over 70 years, Yasubee has perfected the secrets of deliciousness, captivating palates at more than 80 locations in Japan. Their secret lies in top-quality Tsukemen and Ramen, crafted with handmade fresh noodles and a slurp-worthy savory broth that sets a new standard of quality for all ramen enthusiasts.

Coming this year, Yasubee will be serving its renowned Tsukemen and Ramen in the heart of Manhattan. This is just the beginning of their U.S. expansion, bringing the genuine taste of Tokyo closer to you. Get ready to experience a unique fusion of America's favorite bubble tea and Japan's legendary ramen – an unforgettable culinary journey awaits!

### Contact Information

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## Presotea

### Company Profile

Presotea, founded in 2006 in Taiwan, is the world's first bubble tea brand to introduce the Espresso-Style High-Pressure Tea Extraction Technology. The brand name "Presotea" is inspired by "Espresso," reflecting its innovative technique that instantly brews tea using high temperature and high pressure, ensuring the purest tea flavors, freshness, and premium quality. Combining the heritage of Taiwanese tea with modern innovation, Presotea delivers exceptional quality and unique tea experiences. As a pioneering bubble tea brand with 19 years of franchise system experience, Presotea provides strong global support to help entrepreneurs efficiently start and grow their own businesses. Presotea currently operates around 400 stores worldwide and continues to expand its global footprint. The brand has established a strong presence in key markets including Taiwan, the United States, Canada, Australia, Singapore, Malaysia, Dubai, Jordan, and Brunei. As Presotea continues its global expansion, the brand is seeking passionate and business-minded partners to grow together.

### PRESOTEA Franchise Advantages

- Sustainably partnered with smallholders, operating Taiwan's largest 500-hectare tea farm to ensure a steady supply of premium-quality tea leaves.
- 73% of raw material manufacture by own factory.
- Low ingredient cost.
- Professional tea barista team.
- Professional and effective consulting services that can minimize the operating cost.

#### The First to Pressure Brew for Purity:

- Innovative espresso-style brewing system ensures freshness and preserves tea's pure essence.
- Maintains cleanliness and prevents over-oxidation.
- Efficient raw material management supports zero waste.
- Freshly brewed to order, using one tea bag per cup.
- Offers over 30 tea bag flavors.

#### 60 Seconds Freshly Brewed Guarantee:

- Only 60 seconds to make a good cup of tea.
- Save manpower and space.
- Simplify SOP / easy to learn, standard quality.

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