



**CUPS
OF
JOY**

**GLOBAL FRANCHISE
BRAND**

WHO IS CHATIME?

Chatime isn't just a beverage brand—it's a global leader in creating vibrant and inclusive customer experiences that drive foot traffic and build community connections. With over 1,400 stores in 63+ territories, our offerings are tailored to every part of the day—from energizing morning cold brews and fresh teas to indulgent evening milk teas and smoothies—and we attract a diverse customer base seeking high-quality, customizable beverages.

Our ability to innovate, meet trends like functional drinks, and appeal to Gen Z (a generation with projected spending power of \$12 trillion by 2030) ensures sustained growth and relevance. Chatime locations become hubs of activity, bringing steady, loyal customers who enhance the overall appeal and profitability of your property. Leasing to Chatime is not just about hosting a tenant; it's about adding a dynamic, high-performing partner to your commercial space.

While a traditional boba brand may focus solely on the iconic bubble tea, we offer so much more. Chatime is all about versatility and variety, providing drinks that can be tailored to your tastes, whether you're in the mood for something classic, fruity, or energizing. At Chatime, we're not just about bubble tea—we're about delivering refreshing beverages for every moment of your day.



THE CHATIME WAY

TOP PRODUCTS

- Premium Boba Milk Tea
- Thai Milk Tea
- Brown Sugar Boba
- Mango Smoothie
- Taro Milk Tea
- Peach Fruity Tea
- Mango Fruity Tea



TECHNOLOGY FOCUSED

At Chatime, we've developed cutting-edge technology platforms to stay closely connected with our fans, ensuring every cup of their favorite drink is a joyful experience. Our stores are more than just places to grab a drink—they're vibrant destinations featuring inviting designs, captivating visuals, and a celebratory atmosphere that makes every visit special.

We've implemented centrally controlled systems across all locations, including advanced point-of-sale technology, dynamic media screens, user-friendly self-service kiosks, and an engaging loyalty app. Through these digital platforms, we deliver a consistent, interactive message in a fun and innovative way.

Beyond the store, our systems keep us engaged with fans through social media and our loyalty app, offering updates on new drinks, exclusive promotions, and exciting events. These connections enable us to celebrate our community, reward their loyalty, and ensure every interaction with Chatime is as delightful as the drinks we serve.

This integrated approach delivers impactful business results, driving increased repeat visits and higher transaction values at the store level. At Chatime, technology and taste come together to create unforgettable experiences for every fan.

GEN Z

GEN Z'S SPENDING POWER:

- By 2030, Gen Z's spending power, dubbed "Spend Z," is projected to reach USD \$12 trillion, surpassing the Baby Boomer generation.
- By 2034, Gen Z will contribute over \$9 trillion in global spending, becoming the top consumer spending class in many regions.

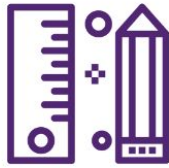
MARKET INFLUENCE:

- Gen Z is already driving global trends and shaping industries with their unique preferences, values, and purchasing habits.
- This generation will account for 30% of the global workforce by 2023, amplifying their economic impact.

CHATIME'S ROLE:

- At Chatime, we're thrilled to align with this dynamic generation.
- We continually evolve to meet Gen Z's needs, delivering fun, fresh, and full-of-possibilities experiences.
- Bubble tea has transitioned from a niche product to a mainstream offering, celebrated for its authentic Asian roots. Major fast-food chains adding bubble tea to their menus signal widespread acceptance among all generations. As a globally recognized brand, Chatime carries strong consumer loyalty and contributes to a location's cultural vibrancy, ensuring steady foot traffic and visibility.

SITE REQUIREMENTS



400 – 1,500 SQ FT



10-YEAR LEASE



LOCATION

Endcap or in-line shopping center,
high traffic, restaurant co-tenants,
good visibility, and ingress/egress.
Drive-thru potential.m



ELECTRICAL/ PLUMBING/ HVAC REQUIREMENTS

- 200–300 amps
Amp Service
- HVAC is 1 ton
per 250 sq ft
- 400-1000 sq ft
- Single Bathroom
- Water line 1" minimum

SAMPLE LAYOUTS





CHATIME BY THE NUMBERS



MODULAR DESIGN

Lower start-up costs and increase speed to market.



**GEN Z TARGET AUDIENCE
WITH BROAD APPEAL
TO ALL GENERATION**



**HIGH SCHOOLS /
COLLEGES IN 3 MILES
RADIUS**



**100,000+
POPULATION
IN 3 MILES**



**+\$100,000
HOUSEHOLD
INCOME IN 3 MILES**



**TARGETING 1,000
OPEN UNITS BY 2030,
1,400 LOCATIONS IN
63 TERRITORIES
AS OF 2024.**



CONTACT US

<https://chatime.com/franchise/>

