



吃  
茶  
三  
年

TAIWAN  
EST.1998



CHICHA  
San Chen

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全球展店、新聞媒體報導

大千世界，紛擾繁雜，  
企圖心給人以動力，也會使人混亂迷失；  
取是能力，而捨是智慧，  
弱水三千，獨取一瓢而飲，  
術業專攻，擇一善者而從。

匠心做茶的廿餘年歲月，  
化歲月點滴為杯杯的茶湯甘甜，  
用我們熱愛茶的方式，  
從枝頭到杯盛的精緻工藝。

吃茶三千  
只願將這杯好茶，獻萃給你。

用心 用情 感悟 沉澱

Intention and Emotion

In this massive world, we aim for our target and put all trivial objects behind us. Ambitious mindset could give one motivation, and yet it could misguide one's direction.

Furthermore, to possess something is one's capability and yet to let go is greater wisdom.

We invest all our energy and wisdom into matters that we think is valuable. Decent cuisine should be introduced through more professional presentation. With our ceaseless passion for tea, the exquisite craftsmanship involved from tea branches to a cup drink and this is our teapresso machine customized for tea leaves.

Among the countless choices, we just sincerely intend to give you our best.

品牌緣起  
BRAND ORIGIN



Every cup and every sip of tea begin with harvesting a piece of tea leaf

一茶一飲開始於  
一片茶葉的採收

國際飲品，源自台灣

二十餘年的品牌經驗，穩紮穩打在台深耕，以高品質飲品及有溫度的服務打響知名度，以專業的經營團隊及完善效率的教育訓練，積極向世界各地擴張門店版圖，將吃茶三千成為引領全球，橫越世界之品牌。



Our roots have been deepened here in Taiwan with 20 years brand experience along with our high quality beverage and enthusiastic service. Along with our professional operation team and thorough educational training, we continue to grow and expand all over other global regions, leading ourselves to be the brand that would be known worldwide.

1998

台灣台中第一間喫茶小舖誕生。

Taichung, Taiwan  
First Chi Cha Teashop was born.

2004

確立連鎖經營模式，成立台中西屯總店。

Established franchise system and founded Taichung Xi-Tun headquarter.

2013

因應集團發展，輔導近200家分店，總部組織持續擴大。

Collaborate with nearly 200 franchisees. Company grows in a fast pace and our headquarter continues to expand with nearly 250 employees.

1999

首創「奉茶」服務

雙手奉上一杯茶，感謝每一位客人的到來。

Initiated "Tea Ceremony" Service  
By serving tea with both hands, we were thankful to every arriving customer.

2008

深耕台灣，全台展店，成為台灣茶飲界領導品牌。

We have gained the foothold and expanded stores around here in Taiwan. In addition, we have become the leading brand into Taiwanese tea industry.

2014

品牌多角化經營，

集團成立海外事業部門。

Diversified operation of The Beverage Brand being officially and starting operation of The Group Overseas Business division.

2015

國際化經營  
導入國際 ISO22000 與 食品安全 HACCP 認證輔導。

Internationalized Management,  
Apply ISO22000 and HACCP certification standard to our operation.

2016

品牌不斷創新，喫茶小舖升級三代店。

CHICHA Tea shop has been starting The Third generation of shops remodeling and continued growing up.

2018

中國大陸總部成立於廈門，逐步邁向世界茶飲品牌。

Brand Conceptional Store and Xiamen headquarter have been founded, and aim to expand ourselves as worldwide tea beverage brand.

2019~

區域代理佈局全球，世界版圖不斷擴張  
中國大陸展店於一線城市上海、北京，及香港、廈門、長春、西安、天津等地區，國際市場跨足美國紐約、美國加州、加拿大、新加坡、印尼、柬埔寨、馬來西亞、泰國、越南、日本、澳洲等地區。

Regional master franchises layout into globally and keep expanding worldwide map. And keep expanding worldwide map. Stores expansion into the first-tier cities in China. Such as Shanghai, Beijing, Xiamen, ChangShun, ZiAn, TainJin, and Hong Kong. Stores expansion into international markets where are located in New York, California, Canada, Singapore, Indonesia, Cambodia, Malaysia, Thailand, Vietnam, Japan, Australia and so on.

2019~

吃茶三千全茶品榮獲食品界米其林 iTi 最高殊榮獎章。

All of beverages from CHICHA San Chen won such honorable by International Taste Institute (iT) in 2019. This honor comes from Michelin star evaluate to certify consumer food and drink products.

品牌定位  
BRAND POSITIONING

身負找尋蘊藏在台灣  
美麗島嶼最好食材的任務，  
匠心做茶二十年來，  
不曾停下腳步，  
用我們熱愛茶的方式，  
從枝頭到杯盛，從台灣到國際。  
只為實現「台灣茶，世界化」之理念，  
只願將這杯好茶，獻萃給你。

With the responsibility in looking for the best not-easy-to-find ingredients in this beautiful island of Taiwan.

With ingenuity of tea making mindset for twenty years, we never stopped expressing our passion for tea through the following paths: from farm to table and from Taiwan to global market. What we realize is to execute the concept of "globalizing our Taiwanese tea " is what we are truly holding on for. We only wish to present this brewed cup of tea delicacy to you.

追求好茶的堅持  
Persistence in pursuing quality tea

茶葉每月送至 SGS 驗證檢驗  
Tea leaves have been sent to SGS inspection monthly

茶葉 100% 來自台灣  
Tea leaves is 100% originated from Taiwan

Tea used in CHICHA San Chen comes from Taiwanese tea producing/farming areas. Beverage is made by our own tea roasting factory through more than ten years of mastery craftsmanship by bringing the most natural tea leaves with trustworthy quality.

吃茶三千所採用茶葉皆來自台灣茶產區，  
經過自家茶葉烘焙廠製作，  
透過十幾年的老師傅工藝，  
帶來了最天然的茶葉與值得信賴的品質。



Boutique of the Tea Beverage Industry

CHICHA San Chen retains the traditional craftsmanship in making tea along with innovative technology for modern tea tasting.

## 茶飲界的精品

吃茶三千保留傳統功夫茶工藝，創新技術品嘗現代茶香。

# 01

Professional  
Spirit  
專業精神



# 02

Arty  
Area  
藝術空間



# 03

Humanistic  
Quality  
人文素養



[ 品鑑 / 現烘茶 ]

為了傳遞台灣梨山烏龍的美好，  
讓專業品茶成為一件簡單的事！

特選來自海拔 2000-2200 公尺的烏龍茶種，  
訂製專屬烘茶籠，  
採用新鮮現烘茶葉  
為了展現茶葉最大的延展性跟多變的樣貌，  
設計出吃茶三千獨有的五款烘焙程度，  
分別是輕烘焙、輕中烘焙、中烘焙、中重烘焙、重烘焙，  
而歷經千次的風味測試，  
即是 3 克茶葉、95 度水溫、浸置 6 分鐘  
沖泡出最清澈甘甜的茶湯，獻給懂得品味的您。



[ Tea Tasting/ Roasted Tea ]

In order to convey the beauty of Taiwanese Lishan Oolong tea, let professional tea drinking convert into a simple task!

Specially selected from elevation of 2000-2200 meters of Oolong tea, our freshly roasted tea leaves are baked in our exclusive custom-made tea leaves roaster.

In order to show the maximum ductility and change from the tea leaves, we designed five roasting levels that are unique to CHICHA San Chen. Five roasting levels are: Light, Light-Medium, Medium, Medium-Heavy and Heavy. After thousand times of flavor testing, we have chosen the following as our golden standard: 3 grams of tea leaves, 95 degrees of water temperature, and immerse it for 6 minutes. Based on the golden rule from the above, we are able to brew out the clearest and sweetest after-taste tea broth for someone whose understanding how to enjoy this delicacy.



## 現萃， 是我們熱愛茶的方式。



### 【創新 傳統功夫茶】

傳統講究茶藝師父的沖茶手法，  
從茶葉的烘焙程度依照經驗進行沖泡，  
獨家智能專利萃茶機，  
全程模擬還原手沖茶藝師精髓，  
每一杯都是新鮮現磨、現萃，  
呈現最佳品茗風味。

溫度，是影響茶飲風味的重要元素，  
萃下來的每一滴茶溫，  
都需透過檢測，  
維持在 75-80 度，確保飲品品質的穩定。



The temperature is an important factor that affects tea broth flavor. The temperature of every tea drop that is being brewed all needs to pass the examination by maintaining 75-80 degrees Celsius to ensure the quality and stability of our beverages.

## Freshly Brew is our way for showing absolute passion for tea.



### 【Innovation for Traditional Craftmanship Tea】

Tradition way of making tea broth focuses on tea masters' expertise.  
Different roasting level of tea leaves are brewed according to the professional experience using our exclusive patented Teapresso Machine.  
The whole process simulates and restores the essence gathered from manual-brewed tea made by tea expert. Every cup is freshly ground and brewed. Now let us present the best savor for everyone!

核心價值 - 專業精神  
CORE VALUES

ChiCha San Chen Patented Product

吃茶三千註冊專利

# LION AI Teapresso Machine

10 秒磨茶 60 秒萃取 1000 種客製設定

10-Second Tea Leaves Grinding | 60-Second Tea Brewing | 1000 Custom Setting Available

| 杯杯現萃 | 杯杯原味 | 杯杯新鮮 |

[ 獨創人工智能 ]

“Teapresso Machine” 是專為吃茶三千而研發的萃茶機，獨創智能觸控面版，可依不同款茶葉，進行水溫、時間、水量的設定，杯杯原葉現磨現萃，精準客製上千種茶飲品。更採用超小型瞬熱鍋爐加熱並縮短水管線，提升水溫穩定、減少失溫，更節能省電。

[ 引領當代新潮流 ]

簡約的外型，強調質感的材質搭配，呈現出專業的茶飲文化，中心鏤空設計是為了讓顧客能 " 欣賞 " 飲料製作過程，中間括弧 ( ) 的造型除了讓內部機器合理運作，更讓觀者視覺集中，呈現用心製茶的專業意象。

[ 新鮮 現萃 ]

中國人喝茶，講究的是沖茶師的手法，從茶葉的烘焙程度去判斷水溫、水量以及等待時間，每個步驟都會影響到茶的風味，吃茶三千獨創智能觸控面版，依不同的茶焙度與喝茶人的喜好，可依需求設定參數，時刻品嚐新鮮現萃台灣好茶！

Freshly Brewed // Fresh Ingredients // Original Flavoring

[ Exclusive Artificial Intelligent Design ]

“Teapresso Machine” is specially designed for CHICHA San Chen along with exclusive intelligent touch screen. Based on different kinds of tea leaves, different water temperature, time and water ratio will be set accordingly to allow not only freshly ground and brewed method to be applied into every cup of tea but also to allow the ability to accurately make more than a thousand beverages in total. Using small instantly heated stove along with shorten water pipe do stabilize water temperature, minimize temperature drop then to ultimately achieve energy-saving result.

[ Leading Stylish Trend ]

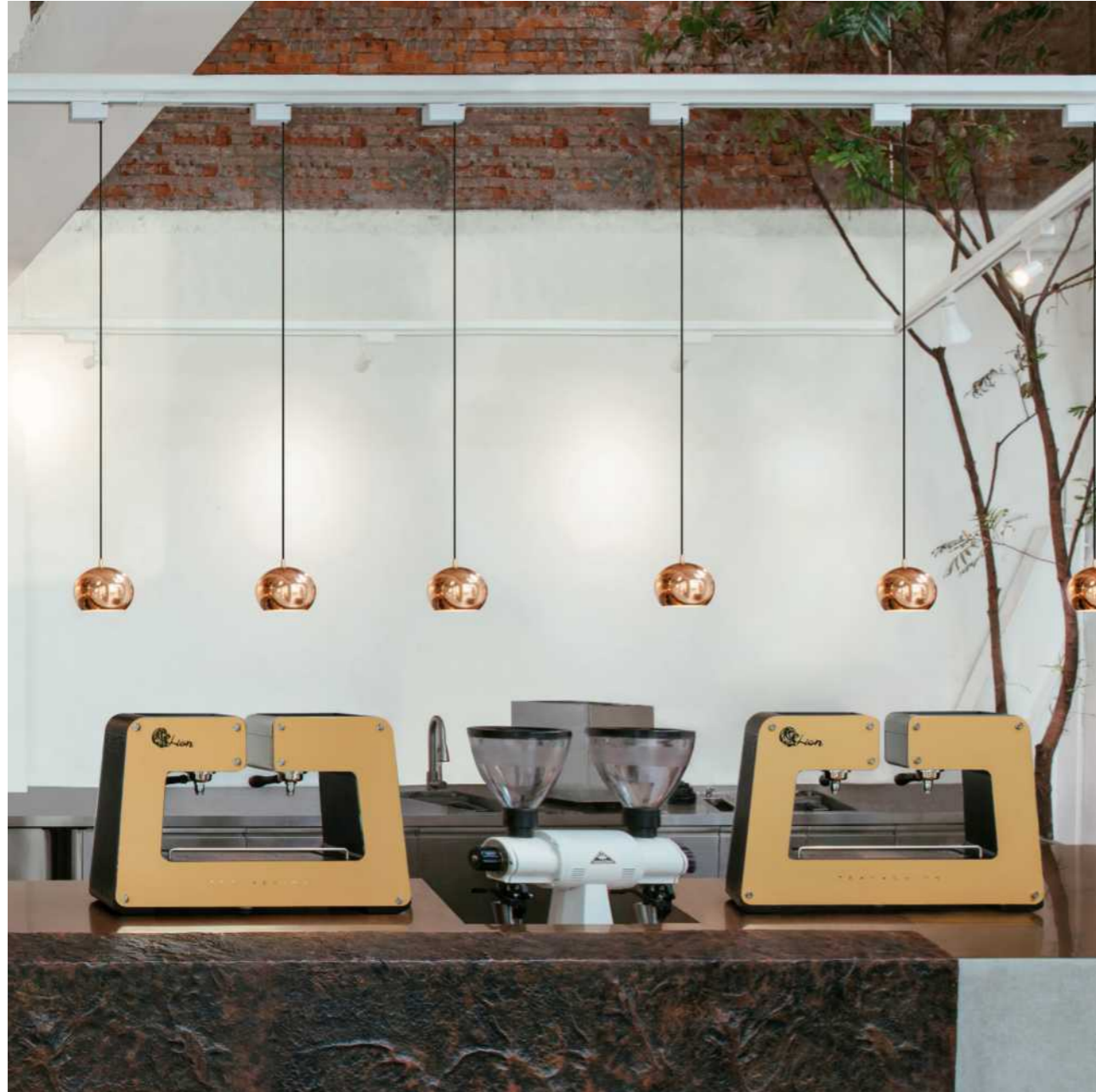
Simple appearance paired with top-grade quality material to present tea culture. The hollowed design is just like Guardians of Angels guarding the device using both arms. Also, with this hollowed design, customer will be able to enjoy watching how each tea beverage is brewed as well as seeing the purest color of each kind of tea. Another benefit for this hollowed designed not only allow internal parts function correctly, but also allow customers focus their attention onto our heart-felt and professional brewing process.

[ Freshly Brewed Technique ]

Traditional tea drinking is to enjoy professional' s technique applied while making tea. Water temperature, water ratio and waiting time are to be determined by tea roasting level due to each step does directly affect tea flavor. With our custom built device and its own user interface screen, different personal preference in tea flavoring can be easily fulfilled by applying designated setting. By that, you will be able to enjoy that freshly brewed tea in no time!



核心價值 - 專業精神  
CORE VALUES



首創  
茶窖熟成室

# 全球首創茶窖熟成室

World Premier - Tea Maturation Cellar



核心價值 - 專業精神  
CORE VALUES

世界首創烏龍茶磚，放置於茶窖空間裡，  
模擬茶葉最佳生長環境，白天維持室溫，  
夜間溫度則維持 21 度 C、相對濕度 55% 以下，  
以日夜顯著溫差加速茶磚自然熟成；過往陳年 30 年老茶，  
透過科技環境加速熟成，僅需 2-3 年起即可熟成並且長久被保存下來，  
富含珍藏心意更享有獨特風味，由於數量稀少也需要時間醞釀，  
更顯烏龍茶磚極具珍貴性。

高低不齊的展示陳列架充滿設計師創意巧思，  
正是珍珠奶茶杯的設計意象，  
圓身設計除了視覺上的柔順，  
選用白色也更簡潔，  
加上自動旋轉功能，  
讓顧客能欣賞茶窖的完整面貌，  
更重要的是使茶磚熟成度更加均勻。



World's first batch of tea bricks made out of Oolong tea are being stored in our Tea Cellar replicating the most suitable growing environment where room temperature is maintained during the day, and night temperature is kept at 21 degrees Celsius with relative humidity below 55%. With day and night temperature differences, it accelerates natural-occurring aging for the tea bricks. Especially through technological environment, aged tea that normally has to be matured for 30 years can be ready within two to three years instead, and it can also be kept and stored. Not only can the bricks be collected but also does have its unique flavoring. Due to quantity is limited and it does take time to mature, the bricks bring up their values accordingly.

Uneven display rack arrangement from the Tea Cellar is full of designer's ingenuity; nonetheless, it's the presentation of bubble tea beverage cup. With cup-like design in white color, it enhances visual comfort and conciseness. Along with the automatic-rotating function, it does allow customers to enjoy watching the entire arrangement of Tea Cellar. The most important of all, it certainly lets tea bricks age much evenly and better!



吃茶三千

台灣 概念店

## Concept Store at Location in Taiwan

有著餘四十年歷史的老屋建築，  
以山與樹的微型作為概念，  
搭配老屋骨架體驗空間肌理，  
以新工法細心維護古舊感覺，  
讓整棟建築就像為光而生，  
架構出一座山景及森林，  
室內則以原木、清水模、紅磚引進日光，  
並選用原生樹種環繞整個空間，  
讓茶香、藝術、人文完整保留在這座空間裡。

This time, we have chosen an old building with more than 40 years of history as the first conceptual store location in Taiwan. By using the miniature of mountains and vivid trees as our concept, combining with old building structure to create the retro feeling with innovated techniques and let the whole building be reborn for light. Bringing in the beam of daylight, indoors is welcomed by the sunlight and is being introduced with well-processed sawlogs, fair-faced concrete, and red bricks. By allowing the native tree species to surround the whole building would let the humanistic culture, tea aroma and artful atmosphere stay intact in this space.

核心價值 - 藝術空間  
CORE VALUES

【人文藝室】 Humanistic Room

一字排開的職人圖是  
品牌背後的專業團隊陣容，  
吃茶三千台灣概念店，  
是集合箇中好手共同打造出的用心之作。



The images of individuals lining up are our professional team supporting our brand development. CHICHA San Chen Conceptual Store at Taiwan location is certainly a creation of attentive masterpiece gathered by elites.

【空中茶園】 Sky Tea Garden

我們打造恆溫恆濕空間，  
吃茶三千真的把茶山帶到都市了！  
仿造高山上的自然環境，  
雲霧繚繞、溫度適宜、漫射光柔和。

空中茶園的實現，讓我們更了解產品的來源，  
伴隨著品茶文化與意義，  
追求更美好的品質，更精緻的茶飲。



We create a constant temperature and humidity space. CHICHA San Chen really did bring the tea mountain to the city! Imitating the natural environment on the mountain, the clouds are hazy, the temperature is suitable, and the diffused natural sun light is soft.

The implementation of the sky tea garden allows us to better understand the source of our product. Along with the culture and meaning of tea culture, we will not stop our persistence in pursuit of better quality and much more refined tea beverage.





廈門—吃茶三千  
禾祥西旗艦店

CHICHA San Chen in Xiamen  
The Flagship Store at Hexiangxi Location



#### 【茶倉】 Pottery for Tea Leaves

經過多時的奔走，拜訪台灣在地優秀的陶藝師，終於邀請到位於南投的陶藝創作家夫妻—劉納采、楊正成，親手為吃茶三千打造陶製茶倉，每一款皆是獨一無二、純手工製作，能深刻感受到來自陶藝師手中的溫度。

茶倉用於藏茶，藏茶是自古流傳下來的藝術，隨著儲藏時間的堆疊，茶風味更是獨特。

茶倉儲存的不只是茶葉，更是一份藏茶人的心意，一份不隨時間流逝而淡化的濃厚情意，您可以選擇喜愛的陶製茶倉，體驗完整藏茶流程，將這份紀念贈予您心中的重要的人，不管是家人、伴侶或朋友，在十年、二十年、三十年後一起開封，品茗陳茶魅力與心意。



After years of travelling visiting the outstanding local pottery experts in Taiwan, we have finally had the honor to invite the couple of pottery artists located in Nantou – Mr. Zheng cheng Yang and Ms. Nacei Liu, by designing and creating the pottery of tea leaves for CHICHA San Chen. Each pottery is uniquely hand-made. The invisible warmth and dedication from pottery hand-making process can still be felt via the pottery.

Pottery for tea leaves is used for tea leaves storage and fermentation and such tea leaf storing process is an artful work that has been handed down since ancient times. As the storage time increases, the tea flavor will be more unique.

The pottery for tea leaves does not only store tea leaves, but also the belief of the person who did the tea leaf storing process. This is a strong affection that does not fade over time. You can choose your favorite pottery to experience the complete storing process and give this cherished blessing to the most important person whose in your heart, Whether it is a family member or children, After in ten, twenty or thirty years that opening together Taste the charm and heart of aged tea leaves.



核心價值 - 人文素養  
CORE VALUES



Using standardization as our foundation and humanistic expression as our mentor, our service isn't as rigid; instead, it is full of humanistic Taiwanese spirit along with unanimous greetings. With our MIT (Made In Taiwan) humanistic spirit, the goal of CHICHA San Chen is to accurately deliver our brand spirit to each one of our customers.

【顧客互動】  
Customer interaction

以標準化為本，以人情味為師，  
不讓服務變得制式化，  
充滿人文氣息的台式服務，搭配齊聲的招呼語，  
MIT 的人文素養精神，  
吃茶三千的目標，是把品牌的靈魂，  
更精準地交到每位顧客手上。



【專業烘茶師】

茶葉熟成品評是倚賴烘茶師  
視覺、嗅覺、味覺和觸覺來審評茶葉，  
除了需要內在專業技術與豐厚經驗外，  
每一位烘茶師，都是茶飲文化的傳遞者，  
在中華茶飲歷史中，將蘊藏的知識涵養，  
透過與顧客的一杯茶，用專業締造文化精神。



Professional Tea Brewing Expert

Professionalism is the result of hard work and persistence Every gram of care is carefully weighed. Skilled gestures are after tens of thousands of back and forth practices and training. The expression of elegance on the stage comes from the sweat behind the scene. Every cup of beverage is customized to perfection for the most delicate yet genuine taste.



【專業萃茶師】

專業，是努力的呈現、堅持的成果，  
每一克的斤斤計較，小心秤量、熟練的手勢，  
是經過上萬次的來回訓練，  
台上優雅的展現是來自台下揮灑的汗水，  
杯杯量身訂製出，美好質樸之味。



Professional Tea Leaves Roasting Expert

Aged tea leaves tasting and evaluation depends on Tea Leaves Roasting Expert's vision, smell, taste and touch along with standardized process to evaluate tea leaves. In addition to the intrinsic expertise and extensive experience, Every Roasting Expert is a deliverer of tea beverage culture. In the evolution history of Chinese tea beverage, the knowledge and conservation will be preserved. Through every customer's cup of tea, we are able to create a cultural spirit with profession.





### 松針綠茶 Green Tea

南投 / Nantou, Taiwan

帶有茉莉花的清香，尾韻回甘，清爽甘甜。

The tea is featured with a rich jasmine scent with lasting sweet and refreshing flavor.



### 水仙桂花 Osmanthus Oolong Tea

嘉義 / Chiayi, Taiwan

帶有桂花香氣，口感清爽，搭配百花香蜜是很多客人喜愛的搭配。

It is featured with a flavor of sweet-scented osmanthus and the taste is refreshing. The tea with flowery fragrance is deeply favored by numerous customers.



### 玉露青茶 High Mountain Pouchong Tea

關西 / Guanxi, Taiwan

茶葉自帶有獨特奶香味，為純天然茶種，濃郁甘醇。

The tea comes with a unique creamy aroma, a pure natural tea rich in sweetness and fragrance.



### 鳳眉紅茶 Black Tea

南投 / Nantou, Taiwan

屬於重烘焙茶種，口感醇厚，甘甜持久。

It is a heavily roasted tea with a mellow taste and stronger sweet aftertaste.



### 凍頂烏龍 Dong-din Oolong Tea

鹿谷 / Lugu, Taiwan

茶湯本身具有炭焙香氣，屬於重烘焙的口感。

It came with a stronger charcoal-roasted aroma with flavorful roasted tea rhyme and sweet aftertaste.



### 決明子紅烏龍 Cassia Red Oolong Tea

南投、嘉義 / Nantou、Chiayi, Taiwan

以決明子與紅茶烘焙成獨特香氣，是吃茶三千特殊飲品。

The tea has much more fragrance. Cassia and black tea are roasted into a unique aroma combination. This is one of the base tea specialty available in Chi Cha San Chen.

全品項榮獲 iTi (食品界米其林) 最高殊榮獎章



品牌產品  
BRAND PRODUCT



二入茶葉禮盒組 Twin Pack Tea Gift Sets

來自海拔 2000 至 2200 公尺梨山烏龍茶，  
特殊地理環境，造就優異茶葉品質；  
自家烘焙現烘茶，  
體驗手工烘焙所帶來的獨家茶香、茶甜與茶韻。

Our Oolong Tea comes from Lishan mountain which is 2000-2200 meters in altitude. Special geographical environment creates excellent tea quality. We invite you to experience the exclusive tea aroma, natural sweetness and rhyme brought by our manual roasting expertise.

茶葉掛耳書型盒 Tea Drip Bag Gift Sets

手沖一杯茶，品嚐一份來自大自然的贈禮。  
五種烘焙程度的梨山烏龍茶，  
可依照喜好選擇風味，感受各有特色的香醇茶韻。

Hand brew a cup of tea and taste a gift from nature. Five kinds of baking degree of Lishan Oolong Tea, you can choose the flavor according to your preference, and feel the unique fragrant tea rhyme.



掛耳杯 Drip Bag Mug

專用掛耳杯，刻度標示貼心小設計，  
手沖掛耳水量一致，品茗最佳風味！

The cup is designed for drip bag with measure indicator for keeping the same water amount. It creates the best flavor.



茶葉旅行組 Tea Travel Pack

分享台灣好茶，是我們最熱衷的事！  
嚴選梨山烏龍茶，搭配採用比賽級評鑑杯組，  
高級陶瓷精工製成，極為適合沖泡茶葉；  
收納攜帶便利的優點，時刻享受悠閒生活！

What we are most passionate about is to share Taiwanese good tea! Strictly chosen Lishan Oolong Tea, matched with the competition-level evaluation cup group, made of advanced ceramics, which is very suitable for brewing tea; advantages of storage and convenience would let you always enjoy leisure life!

陶製馬克杯禮盒 Pottery Mug Gift Set

與陶藝師夫妻 - 劉納采、楊正成聯名製作，  
手感捏造獨一無二、具溫度手作質感，  
分享杯杯身特殊弧度曲線，展現茶湯清澈之美。

Cooperation with the pottery artist couple-Na Cai Liu and Zheng Cheng Yang Handmade particular cup with favors temperature. We share the special curve of the cup and also showing the beauty of the tea soup.



茶倉 Pottery for Tea Leaves

六年傳茶情，百年傳人愛。  
心意有多重，茶就有多香。  
吃茶三千與陶藝師聯名打造專屬茶倉，  
款款都是唯一獨具美感及溫度的作品，  
搭配置入二兩烏龍茶葉，  
想要讓這份不變的心意放置多久都可以。

After six years of tea affection, a hundred years of ace love. It is the thought that counts, and how much tea aroma kicks in CHICHA San Chen cooperation with the pottery artist to create a special Tea Pottery. Each one is the only one that owns unique in aesthetic feeling and temperature works. Collocation with 75g Oolong Tea Leaves, How much longer will unchanged to be placed.



BUBBLE MILK TEA  
國王珍珠奶茶



奶茶中的超大珍珠，  
新鮮現煮古法熬製 90 分鐘，  
直到珍珠呈現出迷人的淡淡焦香與 Q 彈口感。  
每 3 小時，重新更換一次珍珠，  
以確保珍珠的最佳風味。  
特選鳳眉紅茶深度烘焙製作，尾韻十足。  
給您一整口的驚艷與滿足。

Served with larger than average size bubbles and it is also made from traditional method for 90 minutes to allow our bubbles to release that caramel flavor and tenderness. We only serve each batch of the bubbles for no more than 3 hours to ensure that perfect quality. Our specially selected Black Tea is heavily roasted and made to perfection.

FRESH MILK WITH  
BROWN SUGAR BUBBLE  
熔岩黑糖波霸鮮奶

遵循台灣傳統古法，  
經過多道手炒工序翻攪得以製成的黑糖，  
保留最純粹的黑糖香氣！  
晶瑩圓潤的黑糖波霸，QQ 彈彈、滿溢焦香，  
黑糖波霸與本地直供香醇鮮奶的完美搭配，  
甜而不膩，直至你心！

Freshly Brewed // Fresh Ingredients // Original Flavoring  
— 杯杯現萃 — 杯杯原味 — 杯杯新鮮 —





DONGDING OOLONG TEA WITH MOUSSE  
凍頂烏龍奶蓋



凍頂烏龍為台灣著名高山茶種，  
經過繁覆烘焙工序，  
使特有的烘焙香穿梭於整個口腔，尾韻綿長。  
吃茶三千所採用凍頂烏龍茶，  
更榮獲食品界米其林 iTi 評鑒 -  
最高榮譽三星級認證獨家  
糖漿與鮮奶油當天打發，  
呈現奶蓋慕思鹹甜味與綿密口感。

Dongding Oolong Tea is considered as one of the famous Taiwanese high mountain tea. After going through several roasting process, our Dongding Oolong tea has that roasting scent where it fulfills your taste bud. As an honored winner for iTi Three Star certification on our Dongding Oolong tea, we would like to share this tea beverage top of lightly-salted and rich flavored sweeten mousse with you!

青檸芬朵西  
LEMON CONDENSED MILK

青檸原汁 + 特濃牛乳，  
新鮮生乳加上純蔗糖熬製而成，  
香甜而醇厚，天然無添加。  
精選台灣屏東農場契作青檸，  
採用特殊壓榨技術萃取原汁，  
完整保留豐富的維生素 C 與青檸香氣，  
兩者融合，蹦出夏日最清爽的滋味！

Coming from the local Taiwanese farm, our condensed milk is the essence from 100% fresh milk and pure sugar cane sugar. It has that natural milky sweetness and no artificial is added. With specially selected lime from our affiliated farm from the south part of Taiwan, we use our unique technique to perform juice extraction to preserve abundant vitamin C and lime fragrance. By simply combining both ingredients, this is just so delightful for the Summer!

Freshly Brewed // Fresh Ingredients // Original Flavoring  
— 杯杯現萃 — 杯杯原味 — 杯杯新鮮 —





玩咖PLAYing

愛旅行  
Travel

找住宿  
Stay

好食光  
Food

樂生活  
Life

特別企劃  
Special



## -Ettoday 餓勢力-

Accessories Beauty Fashion Lifestyle People Btv B-c

### 4.吃茶三千



ETtoday 餓勢力  
11月22日下午2:05  
這是飲料店!?不要騙我~這也太美! (#真6水)  
Nini and Blue 玩樂食記 #吃茶三千 #台中美食  
新聞雲APP: <https://goo.gl/eJe3Ts>.....更多

#紅磚建築+綠色植栽! 質感茶飲店「吃茶三千」  
號稱是茶飲界的藍瓶「吃茶三千」,是曾獲食品界米其林(Michelin)肯定的「喫茶小舖」新品牌概念店,一整棟紅磚建築融合玻璃窗及綠色植栽,復古與現代並存,搭配精緻茶飲文化,瞬間提升整體質感!推開大門踏入店內,一致簡潔的純白牆面、吧台映入眼簾,據說未來會在二樓打造品牌故事介紹區,三樓興建空中茶園,值得期待。店家講究現烘現萃,目前推出六款鮮萃研磨茶讓顧客自行組合搭配,還有手煮茶、調酒茶等特製飲品,完全攪動手搖控的心!



台中景點推薦,台中飲品、飲料  
吃茶三千 | 台中喫茶小舖大英旗艦店,現點現泡、單杯萃取、網美必訪飲料店,附菜單  
2018-11-12 | by rainblue

吃茶三千 大英旗艦店 是台中喫茶小舖旗下品牌之一,主打六款鮮萃研磨茶,自由搭配調味與加料,還有現煮茶、調酒茶,重點是整棟建築物採出紅磚磚牆、水泥樑柱、綠色植栽和玻璃窗等等,根本就是網紅餐廳、網美飲料店,台中飲料店越來越好,店家自稱飲料界藍瓶



## 台灣前總統 - 馬英九先生 蒞臨喫茶小舖 Taiwanese Former President, Mr. Ma Ying-jiu visited our Chi Cha Teashop Headquarter.

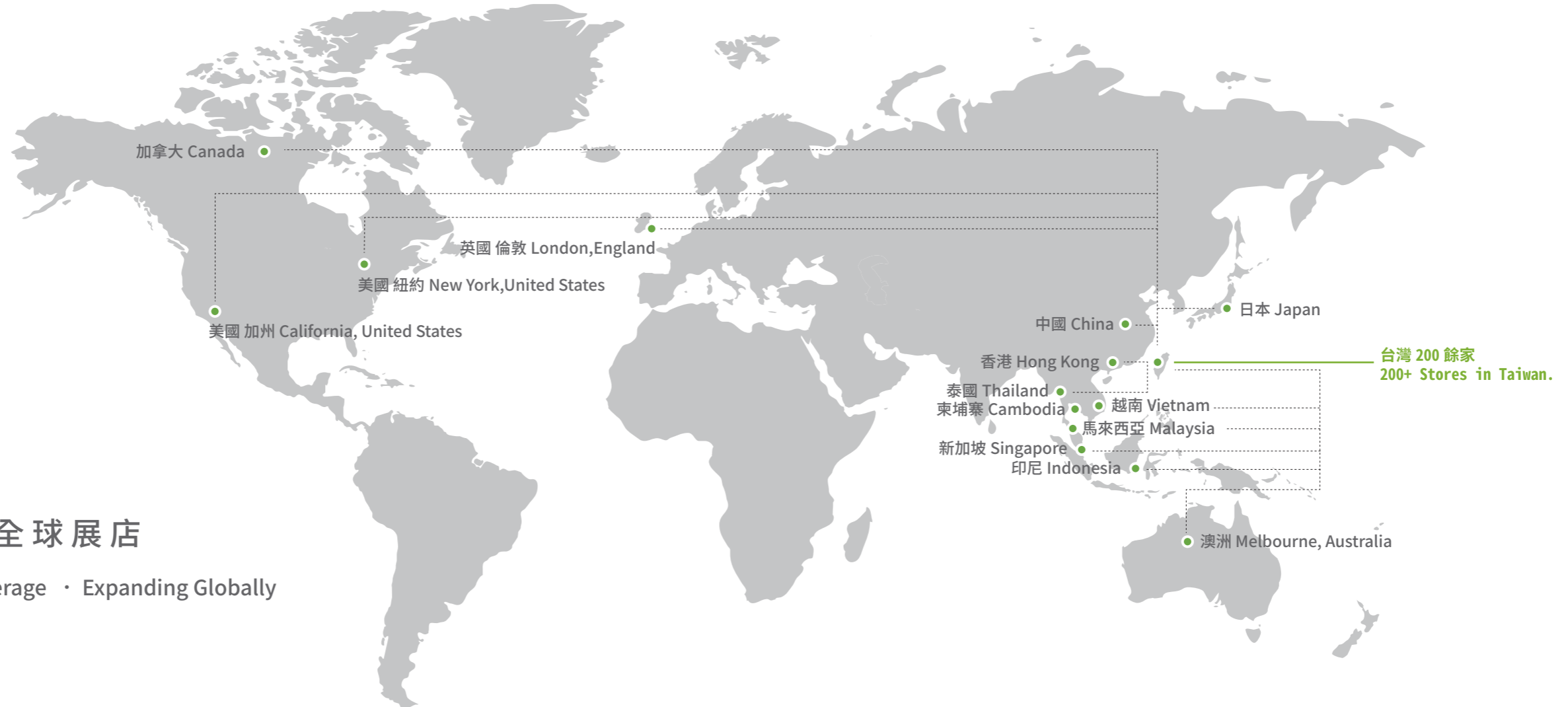




圖 1、2 台灣詩人 - 鄭愁予老師於吃茶三千藏茶體驗  
The famous poet in Taiwan- Tr. Zheng ( Chou-Yu, Zheng) experienced the Pottery for Tea Leaves to make his personal aged tea leaves in CHICHA San Chen.  
圖 3、4 香港旅遊業參訪團於吃茶三千藏茶體驗  
Hong Kong Travel Agency experienced the Pottery for Tea Leaves in CHICHA San Chen.



圖 1、2 新加坡門店實況 Singapore store live situation.  
圖 3 天津魯能城店實況 Lunengcheng Tianjin store live situation.



## 國際飲品 全球展店

International Beverage · Expanding Globally

國際飲品 源自台灣  
International Beverage Originated from Taiwan.

[www.chichasanchen.com](http://www.chichasanchen.com)