



HEYTEA



REAL & LITE

About Us

In June 2011

A young man was filled with disappointment when he couldn't find a cup of tea that measured up to his expectation. He was determined to open his own brand that prioritizes real ingredients and innovated process.

In August 2011

He started his endeavor with "Royal Tea" in China; however due to trade mark issues, in the year 2016 it was changed to what we know now - "HEYTEA". He knew he wanted to share his passion with the world and this is just the beginning.

In December 2011

The creation of "freshly brewed cheese tea" was born.

On May 12, 2012

A humble store, approximately 30 square meter was opened in Jiangbianli Alley in Jiangmen City.



2012 Cheese Tea

From 2017 to 2019, HEYTEA developed a series of teas using real fruits and fusing them with Cheese. HEYTEA's latest Cheese Grape Boom Tea represents a new era of cheese tea and remains the all-time favourite.

Today, HEYTEA's menu showcases a multitude of offerings under the "Fruit Tea" and "Lite Recommendations" categories. Fruits have become a defining element of HEYTEA's beverage selection, delighting customers with their refreshing flavors.





In the Tea & Beverage industry, milk tea is often being associated with unhealthy powdered ingredients. It is our mission to reshape the expectation. From product quality, store visual and our app's experience, we are constantly delivering a new standard for our customers.

We won't stop here. We aim to continue to exceed expectations by our high-quality products that can be part of your healthy lifestyle.

With a cup of HEYTEA, we strive to bring joy to every aspect of your lives.

TOP-QUALITY PRODUCTS REASONABLE PRICES



Brand Exposure

In collaboration with similar minded brands, we extended the measure of our creativity and inspiration. Along with pop-up events and brand-related merchandise, brand crossovers like 'Journey of Inspiration', 'HEYTEA X FENDI' and 'HEYTEA X Fragment' highlighted our brand culture and expanded our brand footprints. Brand collaboration has many advantages, including:

1. Diversifying our products and creating brand new experiences for the consumers
2. escalating our brand's recognition to maximize our brand footprint globally.
3. Attracting fans to each collaboration event, boosting the consumer market.

HEYTEA X FENDI



HEYTEA X FRAGMENT



HEYTEA X BARBIE



HEYTEA X ADIDAS



Our Products

As the founder and pioneer of the new-style tea industry, we consistently strive to maintain the high-quality standard of our drinks. Under our mission, we ensure that all our products are hand-crafted and available at a reasonable price.

REAL & LITE



Real Milk
No Artificial Creamers



Real Tea
No Artificial Flavors

Main Products Portfolio

HEYTEA's main products include In-Season Beverage, Refreshing Fruit Tea, Lite Milk Tea, and Pure Tea. Fruit Tea and Milk Tea represent the essence of HEYTEA's beverage offerings, conveying the brand's commitment to using high-quality ingredients and innovative flavor combinations.

Top Products

- **Grape Boom Tea** ORIGINAL

HEYTEA All Time #1

Featuring Real Premium Grapes and HEYTEA Signature Jasmine Green Tea

- **Cheese Grape Boom Tea** ORIGINAL

Featuring Real Premium Grapes and Lite Cheezo Topping.

Very Grape Series

117,700,000+ Cups

sold from 2021 to 2023



● Brown Sugar Bobo Milk

ORIGINAL

A HEYTEA 2012 Original
Premium Real Milk with Slow Cooked Signature
Brown Sugar Bobo

● Brown Sugar Bobo Milk Tea

24,000,000+ Cups

Sold in 2023

A Balance of Premium Red Blossom Black Tea and
Creamy and Rich Milk with HEYTEA Signature Brown
Sugar Bobo



● Mango Grapefruit Boom Tea

Refreshingly Light Taste Expression with
a True Balance of Taste and Texture

● Coconut Mango Boom Tea

Rich Delightful Taste of Fresh Mango &
Premium Coconut Milk

● Mango Boom Tea

Extra Mango Fruit with Refreshing
Tropical Sensation

Mango Series drinks

33,000,000+ Cups

sold in 2023



Our Stores

By January 2024 we have operated **>3,200**

stores in over **300** cities worldwide.

Served **>100,000,000** consumers globally.



London SOHO store



New York
Broadway store



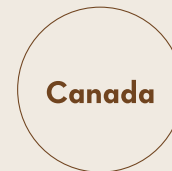
Melbourne
Swanston store



Burnaby store



Kuala Lumpur the
exchange TRX store



HEYTEA's new store openings with long queues at Raffles City Shanghai, Singapore's ION Orchard, and London's SOHO, reflect both domestic and international consumers' love for HEYTEA's new-style tea beverages.

The Flying Eaves, Zhongguancun, Beijing, China



**REAL
&
LITE**

**HEYTEA's Grand Opening
Draws Huge Crowds**

The Multiverse, Disneyland, Shanghai, China



Our store designs goes hand in hand with our premium drink products, we want to make sure we are delivering an all-around experience to our customer. Our stores are designed meticulously to be aesthetically pleasing for our customer to enjoy their cup of HEYTEA.

Our Technology

2min/kg
Peeling Machine



10s/cup
Lemon Pounding
Machine



Tea Infuser



Fruit slicer



HEYTEA provides stores with a wide selection of intelligent devices to enhance the quality and efficiency of their product offerings. We have developed our line of intelligent devices specifically designed to standardize quality and optimize operational efficiency. These self-developed devices are essential in ensuring consistent product quality and streamlining operations.

**Self-Developed Intelligent Devices
to standardize quality and enhance efficiency.**

3s/cup
Beverage Mixer



The HEYTEA GO APP is an in-house developed application that offers a range of features to maximize the customer experience. With this APP, customers can access a user-friendly interface to browse the menu, place orders, customize their beverages, and conveniently pay for their order.

HEYTEA GO APP

