



HOW TEA IS
MEANT TO BE.

Brewing happiness with franchisees worldwide!



TO SERVE A BILLION CUPS OF HAPPINESS



QUALITY TEA IS OUR FOUNDATION!



Tea from our own
tea farms



Only the best long-tea
leaves selected



Freshly brewed
tea always

From Taiwan to over 2,200 stores in 31 international markets

- North America and Canada 300+
- Latin America and South America 100+
- Europe 30+
- Asia 1450+
- Australia and New Zealand 200+
- Middle East and Africa 10+

The tea segment is on the rise!

**\$5.5
Billion**

Current Global
Bubble Tea
Market by 2028*



\$2

Billion

Current Global
Bubble Tea Market

Franchise with Massive Global Appeal

Stellar growth!

- Brewing Happiness since 2006

Relentless innovation

- Setting trends with new flavors, captivating designs and future proofing the Gong cha brand with best-in-class technology

Young Customer Base

- Popular amongst Gen Alpha, Z and Millennials worldwide





Simple to Run

Simple to prepare and serve with innovative technology

Scalable Model

Minimal labor and training required with automated, no-cook kitchen

High Margins

Strong unit-level economics and low production costs

Quality Control

Our quality control labs ensure our products meet the highest standards

Always Fresh

Our whole leaf tea is brewed fresh throughout the day

Smart Sourcing

Farm to franchise supply chain

Site Criteria

Our stores require minimal buildouts and little seating, but they provide big additions to high foot traffic areas where grab-and-go guests can get their Gong cha fix

Gong cha is perfect for:

- In-line and end cap locations
- College and university campuses
- Airports and transportation hubs
- Theme and amusement parks
- Event centers and sport stadiums

Key Site Criteria:

- Flexible footprint 400 square feet - 1,200 square feet
- Power center, daily use center, food court
- Large Alpha, Gen Z and Millennial populations

Our Locations

Ranging from small to large, a Gong cha can fit into any size location. Whether it is a kiosk or a large flagship location. The possibilities are endless!



Kiosk & Food court

- Flexible size 200 square feet – 600 square feet
- Limited express menu
- Light utilities connection



End-cap & in-line

- Flexible size 600 square feet – 1,200 square feet
- Full menu & limited food options
- Standard utilities connection



Flagship

- Flexible size 1,200 square feet – 1,800 square feet
- Full menu & limited food options
- Standard utilities connection

In 2024, Gong cha unveiled a new store design to bring a new experience to the public, truly differentiating the brand from competition. The full brand design provides an immersive guest experience, offers a wide variety of drinks and limited food.



Supporting your startup and growth!



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



International leadership when you need it

You'll have the backing of our Global office in the UK and our office in Boston

Farm to Cup Supply Chain

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



Product shelf life

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



Expert training

Online training videos, detailed manuals and other training materials are available to your team to help them execute the operations of your Gong cha stores in the area



Marketing assistance

Our marketing team will supply our brand assets to drive call to action from guests in your area



The Most Experienced Franchise Leadership Team in the Tea Category



Geoff Henry
President of the Americas



Michael Nedelkovich
Vice President of
Non-Traditional Franchise
Sales and Development



Alan Davis
Director of Supply Chain,
Americas



Missy Maio
Vice President of Marketing
and Global Partnerships of
Gong cha Americas



Chris Noffze
Director, Operations
Direct Franchising



*The **Gong cha team** has more than **200 years** of combined experience in the franchise industry!*

Next steps: Join us for a cup of tea!

Non-Traditional:

Michael Nedelkovich

Michael.nedelkovich@gong-cha.com

(786) 920-2941



Gong cha

For more information visit: gongchaofficial.com/franchise

The information in this proposal does not constitute an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a franchise disclosure document. Certain states require that we register the franchise disclosure document in those states. We will not offer or sell franchises in those states until we have registered the franchise (or obtained an applicable exemption from registration) and delivered the franchise disclosure document to the prospective franchisee in compliance with applicable law.

THANK YOU.



Gong cha