



TEA ONE

START YOUR TEAVOLUTION



teaone-europe.com | franchise@teaone-europe.com



What is Bubble Tea?



Bubble tea was invented in Taiwan in the mid-1980s.

During the 1990s, bubble tea gained popularity as a fashionable beverage in both Asia and California, subsequently spreading this trend across the globe.

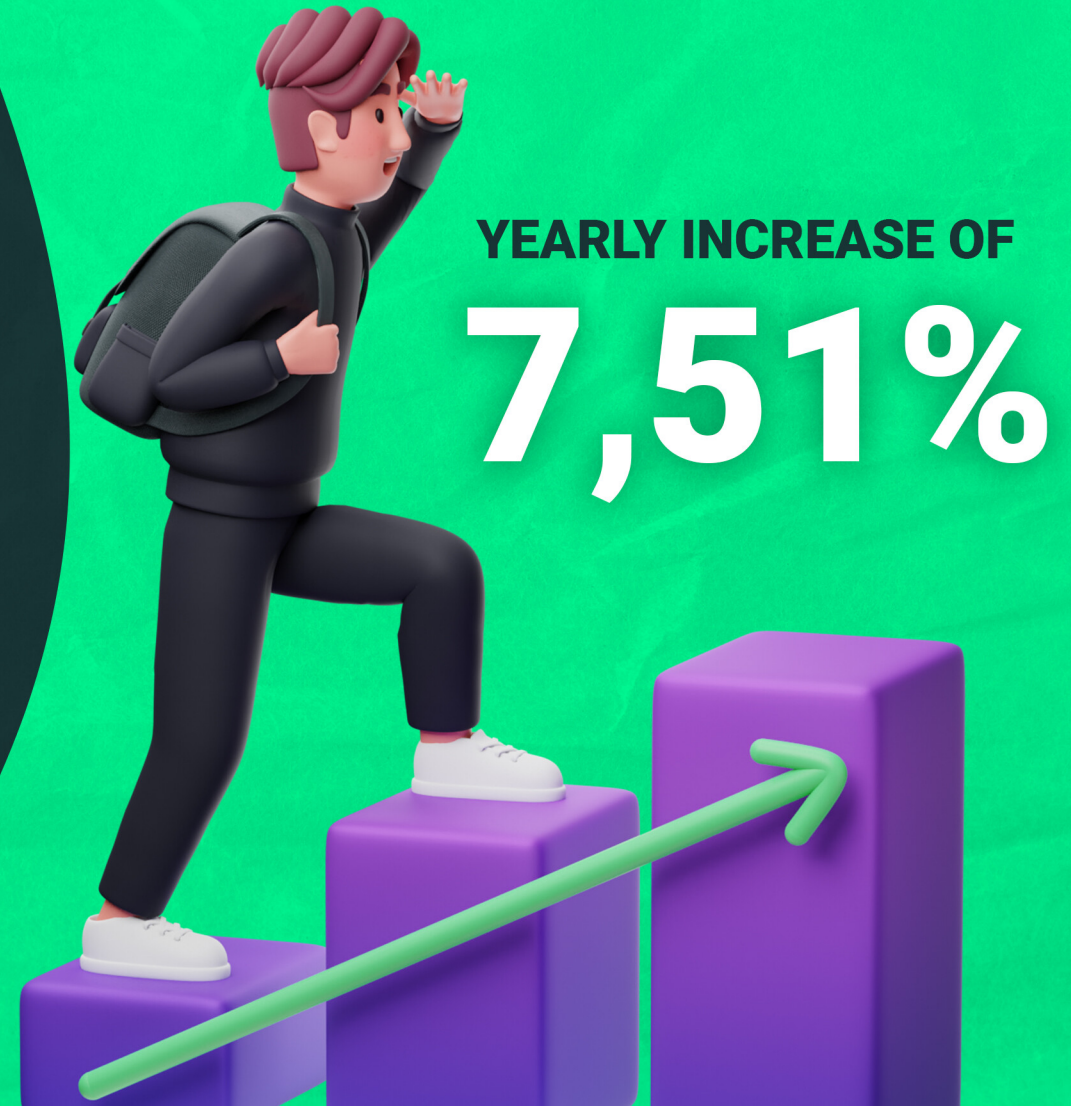
Since 2009, bubble tea has also conquered the market in Central Europe and is known there as a favorite drink among young people.

From 2019 until the present day, bubble tea has been witnessing a remarkable second boom of popularity.

Bubble Tea is **here to stay.**

The size of the global bubble tea market was estimated at US\$2.29 billion in 2022 and is expected to grow from US\$2.46 billion in 2023 to US\$4.08 billion in 2030, with a compound annual growth rate of 7.51% over the forecast period.

The popularity of bubble tea continues to surge, gaining significant importance in the global market. Thanks to its distinctive recipe, the beverage has now become an essential pillar of the gastronomic economy.





Unifying **Bubble
Tea** Aficionados
of all ages,
backgrounds
& cultures.





What's inside our Bubble Teas?

Our bubble tea is meticulously crafted with a diverse array of premium ingredients which includes, freshly brewed tea, milk or milk alternatives, along with cream, tapioca pearls, popping boba, fresh fruits and syrups.





Our Bubble Tea Menu

Our basic menu is the same in all of TeaOne's locations.

But we motivate our partners to extend their menu items depending on local trends.

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Ver más en:
 @teaone.spain

Bebidas de la casa

Los téis que nos destacan. Variaciones de Bubble Tea afrutadas y dulces

1	2	3	4	5
Mango With Love 4,50€ / 4,90€	Tropical Passion 4,50€ / 4,90€	Brown Sugar Daddy 4,50€ / 4,90€	Brown Sugar Daddy Choco 4,50€ / 4,90€	Brown Sugar Daddy Matcha 4,50€ / 4,90€

ESPECIALES

¡Tienes que probarlos!

17	18	19
Burning Sugar Daddy 6,20€	Matcha Creamy Dream 4,90€ / 5,50€	Dalgona Creamy Dream 4,90€ / 5,50€

Estamos abiertos los días:
Martes - Domingo 12:00 - 21:00



Bebidas con leche y afrutadas

Recetas originales del sureste asiático, la sabrosa colección de sabores



6
Classic But Not Boring Milk Tea
3,80€ / 4,20€



7
Taro Violet Dreams Come True
3,80€ / 4,20€



8
Matcha Yes I Am Green Latte
3,80€ / 4,20€



9
Strawberry Creamy Shake
3,80€ / 4,20€



10
Lychee Butterly Pea
3,80€ / 4,20€



11
Strawberry Kiss
3,80€ / 4,20€



12
Peach Please
3,80€ / 4,20€



13
Mango Without Love
3,80€ / 4,20€



14
Maracuja Temptation
3,80€ / 4,20€



15
Kiwi Mar-Tea-Ni
3,80€ / 4,20€



16
Fizzy Green Apple
3,80€ / 4,20€

INGREDIENTES ADICIONALES Y TAPIOCA: +0,60€

PERSONALIZA TU BEBIDA:



ELIGE TU ENDULZANTE



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Summer Edition 2023

Trough a combination of feedback from both our customers and franchise partners we are developing new flavors each season.



Watermelon Man

5,50€ / 6,00€

Pineapple Punch

5,50€ / 6,00€

Blueberry Kiss

4,90€ / 5,40€

Dreamy Berry

5,20€ / 5,70€



A new era of **Bubble Tea!**

Endless combinations of flavors
made for everyone.



Your next 6 Steps.

Planing is crucial in every business. To optimize this process we have broken it down to these following steps.

Selection Process
Together we will assess if TeaOne is the right fit for you



Contract Agreement
Setting up our custom tailored franchise contract to fit your needs and help you get started in your journey with TeaOne.



Location Assessment
TeaOne builds its stores on top of strong, highly frequented locations to guarantee for success.



Building Phase
The store is being built after our careful 3D Visualisation has been approved by the franchisee.



Training Phase
You will visit one of our flagship training facilities and you will be taught by our highly experienced baristas only.



Marketing Kickoff
About 1 - 2 Months away from the opening, we are starting to promote your store for you to ensure a great opening and brand awareness in your area.



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Site Analysis & Acquisition.

We support you with our team in the location planning as well as in the search for a suitable business. Since we now have extensive expertise in selecting a location, we will accompany you on the way to your profitable branch.

Furthermore, we work closely with well-known brokers who know our specific requirement profile very well. In this way, we can guarantee you an even more targeted search.





Branch **Planing** & Building

Once the location has been found, the next step begins - the planning phase. In this crucial phase, we work with you to develop a shop concept that combines our “brand-typical identification markers” and your individual ideas.

After the planning phase has been completed by mutual agreement, the conversion of the business begins. You can, of course, use your own services, including your own service providers, or, depending on the location, use our experienced shopfitters and interior fitters.



3D Visualization



Finished Store



What makes us different?

Tea One stands apart as a lasting trend, not just a passing fad.

There is no comparable competition, making TeaOne truly unique on the market.

TeaOne places great value on the best ingredients from origin and also produces some of its main ingredients itself.

The main ingredients of Teaone are vegan and gluten free.



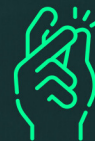
All teas can be made both vegan and gluten free



Our minimalistic branding has a mass appeal which unattaches us from trends



Ingredients can be locally sourced, made in store or are being produced by TeaOne



The concept is easy to apply to every location, which minimizes start up cost

The Marketing Planing Phase

Each of our stores and locations is different. And we know that. That is why we custom tailor the stores marketing to its regional needs. Besides our own expertise we believe in listening to our partners to build a strong local brand with them.

1

Meet & Plan

You will meet with our Marketing Management and set up goals, deadlines and a detailed framework regarding marketing campaigns.

2

Social Media & Advertisements

Based on the framework our marketing team will set up and promote your social media accounts and drive organic as well as paid traffic.

3

Print & Digital Material

Our Marketing Team will assist you in creating all assets needed to create the signature TeaOne customer experience at your location.



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