

R&B TEA



Sip. Taste. Enjoy.



When Bruce, the founder of R&B Tea, moved from Taiwan to China in 2005, he struggled to find authentic Taiwanese boba tea. He was determined to bring the Taiwanese tea culture to life and share the delicious drinks and story with the world. In 2006, Bruce opened his first shop in Suzhou and it gained popularity quickly, becoming a favorite spot for locals. R&B Tea takes pride in sourcing high-quality ingredients from around the world: such as premium tea leaves from Taiwan, matcha from Japan, and creamer from Australia. Each drink is carefully crafted with excellence and always from fresh fruit, never any artificial syrups. Now R&B Tea has more than 800 stores globally in Taiwan, Singapore, Australia, Vietnam, China, and USA.

WE LOVE MAKING TEA FOR THOSE WHO LOVE DRINKING IT



Be Part of the Team!

Licensing Process

(1) Initiation Stage

1. Fill out an inquiry form
2. Sign a Non-Disclosure Agreement (NDA)
3. An R&B Tea member will contact you with additional information

(2) Potential Location

1. Receive and sign License Agreement
2. Search for potential R&B Tea location
3. R&B Tea team will conduct a site evaluation and make final approval

(3) Pre-Opening

1. R&B Tea will provide Welcome Packet with standard recommendations for store layout
2. Training Program is provided for up to two people for up to two weeks

(4) Grand Opening

1. R&B Team will send an Operations Manager to assist during the Grand Opening period for 2 days
2. R&B Tea will provide continuous support!



Our Core Menu

Matcha Series

Matcha Milk Tea
Matcha Latte
Strawberry Matcha Latte
Mango Matcha Latte
Matcha Stormy

Fresh Fruit Tea

Kumquat Lemon Ice Tea
Strawberry Green Tea with Aloe Vera
Peach Green Tea with Aloe Vera
Passion Fruit Green Tea with Aloe Vera
Mango Green Tea with Aloe Vera
Lychee Green Tea with Aloe Vera
Fresh Kiwi Juice
Devil's Booster
Blossom Pineapple
Mangonada
Hawaiian Fruit Black / Green Tea

Fresh Tea

Black Tea
Jasmine Green Tea
Roasted Oolong Tea
Peach Oolong Tea
Rose Oolong Tea
Honey Green Tea
Honey Black Tea

Stormy Series

Mango Stormy
Strawberry Stormy
Matcha Stormy
Taro Stormy

Milk Tea

Class Milk Tea
Jasmine Green Milk Tea
Roasted Oolong Milk Tea
Rose Oolong Milk Tea
Honey Black / Green Milk Tea
Brown Sugar Milk Tea
Chocolate Black Milk Tea
Peach Milk Tea
Mango Milk Tea
Lychee Milk Tea
Strawberry Milk Tea
Thai Green Tea
Thai Black Tea

Yakult

Strawberry Yakult
Peach Yakult
Grapefruit Yakult
Mango Yakult
Lychee Yakult

Cream Series

Black / Jasmine Green Tea
Roasted / Rose / Peach Oolong
Black / Green / Oolong Milk Tea
Oreo Chocolate Milk Tea
Candy Milk Tea

Pure Milk Series

Caramel Ice Milk
Brown Sugar Boba Milk
Strawberry Ice Milk
Black / Green Latte
Roasted / Peach Oolong Latte

Add-on:

Tiramisu Cream
Crystal Boba
Boba
Aloe Vera
Coconut Lychee Jelly
Egg Pudding
Grass Jelly
Cheese Cream
Coffee Jelly

Cost Estimate

Total Initial Capital

Traditional Store: \$200,000 to \$350,000

Recommended Store Space

Size: 800 to 1200 square feet

Up-Front Fees

License Fee: \$30,000

Continuous Fees

Management Fee: 6% of Gross Sales per month

Other Costs

Equipment Costs: \$30,000 to \$40,000 depending on the size of the space

Renovation Costs: Varies depending on the size and configuration of the space



R&B TEA USA TEAM TO PROVIDE SUPPORT



Market Assessment
of Store Location

01



Complete Operational
Training

02



Final Store Evaluation
for Opening

03

06



New Product Development to
Increase Market Competitiveness

05



Corporate Marketing
and Advertising

04



Management Support

Frequently Asked Questions (FAQ)

1. What is the cost of opening an R&B Tea store?

The estimated initial investment for a new R&B Tea store can range from \$200,000 to \$350,000 depending on the size, configuration and rent of the desired location.

2. How long does it take for an application to be approved?

Once the application is received, it may take up to 10 business days for our Sales Department to review the application. Application accompanied by a location and business may be expedited (the location must be approved for tea beverage or café business by the landlord or property management company).

3. Can I purchase or build multiple locations?

Yes. We encourage potential licensees to own and operate multiple locations.

4. Do we have to buy all supplies from you?

Supplies are purchased from approved vendors. This ensures that all R&B Tea stores have the best quality while allowing maximum savings and ensuring consistency across all locations.

5. How long will it take to open a store?

After a store location is secured and a building permit is issued, the construction normally takes 3-5 months.



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