

Taiwan Franchise Brands Live Stream Seminar

Starts from 2pm (GMT+8), July 24th, 2020

5 Taiwanese F&B brands here online to share their brand concepts and partnership criteria!



Time	Category	Brand
14:00-14:05	Opening Remarks	TAITRA
14:05-14:25	Bubble Tea	Coco Fresh Tea & Juice
14:25-14:45	Taiwanese Fried Chicken	Fried Chicken Master
14:45-15:05	Bubble Tea	Presotea
15:05-15:25	Desserts	Meet Fresh
15:25-15:45	Taiwanese Cuisine	Mazendo
15:45-16:00	Q&A	



經濟部國際貿易局
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中華民國對外貿易發展協會
Taiwan External Trade Development Council



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#Taiwan #TAITRA
#Digital Society

Brief introduction of brands



<https://www.coco-tea.com/Service01.aspx>

CoCo Fresh Tea & Juice is founded in 1997 by their Chairman Tommy Hung. Through 22 years of development, CoCo has become a global brand in the bubble tea industry. Through high standard of quality, consistency, and service, they have established more than 4,500 stores around the world. They provide creative tea drink including, fresh tea, milk tea, fruit tea, yogurt drink, coffee and other beverage products, to drink lovers around the world. As their franchisees seeks to provide drinks that give people sparks of happiness and warmth, CoCo Fresh Tea & Juice support partners and franchisees worldwide with their professional training programs, well-designed evaluation system, innovative products, and the assistance of their highly experienced management team. CoCo continuously dedicates in innovating and progressing to build a sustainable and profitable business system. Up till today, they never cease to develop new product lines, upgrade the customer experience, and broaden the accessibility to their brand, thus penetrating into the worldwide markets, and becoming the a global brand.



http://www.superqin.com.tw/fcm_eng/index.php

Fried Chicken Master is a young brand of Taiwanese fried chicken created in 2014 by Young Qin International Co., Ltd. of the Super Qin Group. The Super Qin Group, established in 1986, is expert in meat and poultry processing in Taiwan and has 30 years of experience in F&B chain restaurants. Knowing the tasty secret of chicken, the Young Qin build up a brand called Fried Chicken Master. With the exclusive recipe, their fried chicken is more tender and juicy inside, yet less oily, while the skin remains crispy and crunchy. The adorable lion chef “Master” is used as the brand mascot. When Fried Chicken Master first burst onto the scene in Taiwan, it immediately became the talk of town. The tremendous success took the Taiwanese fast food industry by storm. Only the most tender, succulent portion of the chicken is used in conjunction with the proprietary marinade to prepare the touching flavor of Taiwanese fried chicken. Their star products “JIMBO” fried chicken and “Hungry Lion” fried chicken chop with crispy exterior with tender, succulent interior go perfectly with their Earl Grey Tea Latte. Take one bite, and the “fragrant flavor of happiness and juiciness will explode in your mouth”. Fried Chicken Master is a hip snack guaranteed to spice up your party, and it is the perfect companion for young people to hang out and forge a timeless friendship!

Brief introduction of brands



<http://www.presotea.com/>

Presotea introduced the world's first premium tea brewing process using an espresso machine which inspired by the Western technology and Eastern tea culture. Presotea have an excellent technological background in tea orchard management, meticulous selections process, and professional R&D team in its process and preparation. They left behind the old fashioned way of tea making and serve their best tea to the customer by serving the freshly brewed tea which locked the tea and fresh fruit flavors to enable customers to enjoy the freshness and quality of their tea in every cup of tea they serve. Through outstanding management, quality control, marketing and branding initiatives, they are confident to be the leading bubble tea brand globally.



<http://www.meetfresh.com.tw/en>

Meet Fresh is coming from the private home-style dessert and offering desserts with freshest ingredients and no preservative. Making a breakthrough from traditional business model in early days to a 6-star exquisite and fashionable dessert store, especially the best seller, "Meet Fresh Signature grass jelly", has gripped the hearts of people for its good grace and reputation profoundly. More than 28 years of experience in franchise sales & development and in international trade, they have a great ambition to expand Meet Fresh, a growing brand, to global markets aggressively and have expanded their operation into eleven countries/area, including Taiwan, China, Australia, New Zealand, Vietnam, U.S.A., Canada, Japan, UK, Philippines, and Thailand.



<https://www.mazendo.com.tw/>

MAZENDO, established in 2010, provides noodles, rice and dumplings for consumers.

They have successfully mixed the classic and modern style to provide a natural flavor to the dish. "Stylish and Tasty" is their main concept.

They hope to create a platform which will allow them to spread Taiwanese food culture all around the world.