

Taiwan's tea brand, Guiji, launches first overseas franchisee in Los Angeles

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Guiji, Taiwan's premier bubble tea and fruit tea brand, renowned for its unique fruit-infused teas and high-quality ingredients, is embarking on its international expansion, with Los Angeles as its inaugural destination. Guiji, upholding the philosophy of "small potato can lead to big changes," places a strong emphasis on collaborating with local Taiwanese farmers, highlighting ingredient quality and environmental sustainability and connecting flavour with social responsibility.

To introduce its flavours to the American market, Guiji has chosen Los Angeles as its starting point for international expansion. This decision is based not only on Los Angeles' status as a global metropolis but also on its diverse culture and palate, offering Guiji a valuable opportunity to showcase its adaptability to various regional tastes. Guiji plans to adjust its beverage menu, infusing local fruits and tea leaves to cater to Los Angeles' diverse preferences while maintaining its brand's uniqueness and innovation.

To make its mark in the international market, Guiji is committed to establishing a robust business model for its overseas franchisees. The brand places special emphasis on ingredient and supply chain management, ensuring the feasibility and cost control of imported ingredients while maintaining a stable supply chain for consistent product quality. Guiji also pledges to localize its brand, aligning its advertising and social media promotion with local consumer preferences. Furthermore, the brand commits to adhering to local food regulations and hygiene standards to ensure product safety and legality.