

China's HEYTEA takes stage in USA with Broadway opening

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HEYTEA, the originator of Chinese new style tea, has landed on the big screen in Times Square, announcing its official entry into the U.S. market. The trailblazer in China's new style of tea, HEYTEA operates over 3,000 stores in China and has a significant presence across Asia. With this opening on Broadway, HEYTEA seeks to revolutionise how new-generation tea products are created and enjoyed in the U.S.

HEYTEA's first U.S. store officially opened. The store is located in the heart of Broadway, in Midtown. New York landmarks such as Times Square, the Empire State Building and Madison Square Garden are within a 10-minute walk.

HEYTEA's innovative new-generation Chinese tea is always made from fresh fruits, fresh tea leaves, and premium milk, with no compromises on the quality of the ingredients. In contrast, much of the "bubble tea" currently being sold is made from instant tea powder with artificial additives. HEYTEA will be the first Chinese new-style tea brand to sell products made with genuine, high-quality ingredients in the U.S.

The initial innovation of HEYTEA was the introduction of Cheese Tea. Not cheese in the traditional sense, but a cold tea with a thick, frothy, cream cheese-flavoured foam on top. The foam is made with cream cheese, milk, cane sugar, and a little sea salt, and adds enjoyable taste and texture sensations to the product.