

Gong cha signs 30-unit agreement for Puerto Rico

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Gong cha, the world's premier bubble tea brand with nearly 2,200 locations across 24 countries announced the signing of a 30-unit development agreement in partnership with SID Tea LLC. Led by a group of experienced QSR franchisors—including Jose Vazquez, former Vice President of the Puerto Rico Chamber of Commerce, and former President of ASORE (the Puerto Rico Restaurant Association)—the deal comes on the heels of a successful entry into the Puerto Rico market, with the opening of the island's first two stores in San Juan and Manatí in spring 2024. The team is on track to open two additional stores this summer, and a fifth by the end of 2024.

Founded in Taiwan in 2006, Gong Cha first entered the Americas using a master franchise model. The brand recently introduced opportunities for direct franchising and signed SID Tea LLC as its first direct franchisor based on its wealth of operational experience. The leadership team of SID Tea LLC—one of the largest Subway operators in the world—boasts an extensive portfolio of brands, managing over 180 units including Subway, Wingstop, and Acai Express. In introducing Gong cha to the local market, their strategy is to open multiple brands within their portfolio in the same location to maximise traffic and drive new customers to try the product, and to open in multiple types of locations ranging from larger free-standing units with drive-thrus, to smaller kiosks within shopping centres.