

Reborn Coffee expands in China

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Reborn Coffee, a leading global speciality coffee brand, announced a significant expansion into the China market through a strategic Master License Agreement with Chengdu Octaday Entertainment Group, facilitated by Reborn China. This transformative partnership will establish Reborn Coffee's premier locations in Chengdu, the bustling capital of Sichuan Province, a region known for its rich cultural heritage and home to over 83 million people.

This joint venture combines Reborn Coffee's expertise in retail coffee operations with Chengdu Octaday Entertainment Group's extensive influence in the region. Together, they aim to transform the coffee culture in Sichuan, introducing Reborn Coffee's unique and distinguished speciality coffee experience to this vibrant and dynamic province.

Reborn Coffee continues executing its strategy for global expansion with licenses already secured in both Liaoning and Guangdong provinces, and now in Sichuan. Over the next two years, the company is targeting the opening of 100 new locations across these key regions, driven by its innovative standardised concept that seamlessly integrates Coffee, Tea, and Bakery into one unparalleled brand experience.