

Orbitel International Group launches O's Bubble MOCHI BOBA

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Boba has travelled a long way from the vibrant tea houses of Taiwan to supermarket aisles across the globe. And now, O's Bubble, under the leadership of Orbitel International Group, is taking the beloved tapioca treat to the next level with the launch of O's Bubble MOCHI BOBA (BOBA 3.0) - the industry's first ready-to-eat, non-microwave boba.

The inspiration behind this step forward comes from a vision rooted in cultural authenticity and a spirit of innovation.

"From the very beginning, our vision was to reimagine how boba could live beyond the tea shop without losing its soul," said Gary Tsai, President of Orbitel International Group and the pioneer behind the MOCHI BOBA (BOBA 3.0) movement. "O's Bubble MOCHI BOBA (BOBA 3.0) represents the culmination of years of R&D and cultural dedication. We're not just exporting a product; we're sharing a piece of Taiwan's identity in a form that fits modern lifestyles around the world."

This foundational philosophy set the stage for Orbitel's breakthrough in food innovation.

"With O's Bubble MOCHI BOBA (BOBA 3.0), we've achieved a breakthrough in convenience and accessibility," said Fanny Chen, CEO of Orbitel International Group. "This new format isn't just a milestone for us - it's a leap forward for the boba category as a whole."