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Taiwanâ??s Duan Chun Zhen launches U.S. expansion and franchise opportunities

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From a humble eatery in Taiwan to an international culinary name, Duan Chun Zhen has become synonymous with authenticity, craftsmanship, and heartfelt flavour. Founded in Hsinchu, the brand draws inspiration from the founderâ??s cherished memories of family meals and his grandmotherâ??s home cooking a legacy that continues to shape every bowl served today.

Operated under KINGZA International Co., Ltd., Duan Chun Zhen has grown into a global dining brand with locations across Asia and a rapidly expanding international presence. Despite its success, the brand remains devoted to the philosophy that made it beloved in Taiwan: purity, sincerity, and an unwavering commitment to quality.

The U.S. food and beverage market has witnessed a surge in interest in regional Asian cuisine. According to Yelpâ??s 2024 Food Trends Report, mentions of Taiwanese food rose by 38 per cent year-over-year, with dishes such as beef noodle soup and braised pork rice becoming staples on menus across North America.

Responding to this growing demand for authentic culinary experiences, Duan Chun Zhen is expanding its franchise network in North America. The brand currently operates restaurants in Cupertino, Fremont, and San Jose, California, bringing the comforting flavours of Taiwan to communities eager for regional Asian cuisine. Its upcoming Milpitas location, set within the vibrant Great Mall, will mark Duan Chun Zhenâ??s fourth Bay Area store a milestone in its swift U.S. expansion.

Beyond its iconic noodle soup, the menu features a selection of East Asian comfort dishes, including xiao long bao, crispy popcorn chicken, cold appetisers, and herbal drinks, each crafted with the same care and respect for tradition that defines the brand.