

HEYTEA secures Halal certification in Malaysia

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China's leading new-style tea brand HEYTEA has officially received Halal certification from the Department of Islamic Development Malaysia (JAKIM), marking a major step forward in its localisation and compliance efforts in the Malaysian market.

To mark the certification, HEYTEA held a nationwide "Halal Day" free-drink event on November 7. Stores saw long queues from opening hours, with consumers posting photos and videos online. The event quickly went viral across Malaysia, driving strong engagement and heavy footfall.

Powered by the surge in attention, the HEYTEA app quickly climbed to the top of the Malaysia App Store's Food & Drink category that same day, underscoring the brand's growing digital momentum.

HEYTEA also extended the celebration with app-based member rewards through November 20, including 1,000 free-drink vouchers released daily from November 8–13 and a points-for-discount redemption campaign from November 14–20.

HEYTEA entered Malaysia in December 2023 with its first store at The Exchange TRX in Kuala Lumpur—its second Southeast Asian market after Singapore. The brand now operates 15 stores across Kuala Lumpur, Johor, Penang, Pahang, and Selangor, covering major commercial districts and high-traffic retail areas.