Brand Origin 品牌由來

World's No.1 Handcrafted Boba Shop 全球第一手作珍珠專賣品牌



Mr. Sun Tea is part of Taiwan's 23-year Red Sun Tea Group. Founded in 1999, Red Sun Tea Group stands for high-quality tea in Tainan, Taiwan.

Mr. Sun Tea是來自台灣23年「紅太陽茶飲集團」的國際新品牌。
紅太陽於1999年創立於台灣台南，是主打高品質茶飲的台灣品牌。

The Edison of Tea-shop Trade 茶飲界的愛迪生

Red Sun Tea Group is famous for our strength in developing specials, therefore was entitled to the name of “Edison of Taiwan's tea-shop trade" by the press. Our specials, such as "Mr. Sun Special," "Pineapple Green Tea w/ Basil Seeds," are the go-for drinks for locals and tourists in all our location. Also, we are the first to invent the "Milk Foam", our signature "Oolong Tea w/ Cheese Milk Foam" innovated a new trend of boba milk tea trade. In the year of 2005, we had set a historical record of 2.5 million cup sales in 6 months with our refreshing signature Heineken Green Tea, an awesome combination of Beer, Green Tea, and another 8 kinds of juices. With our R&D strength, Red Sun Tea Group stays responsive to the market, even setting the trends in the tea trade.

紅太陽茶飲集團以研發「特調茶飲」著稱，也因此被媒體封為「台灣茶飲界的愛迪生」。
獨家招牌的「太陽特調」、「金鳳小紫蘇」等風味絕佳的特調飲品都廣受好評，引領風潮，已經成為各門市在地鄉親和觀光客朝聖必喝的明星飲品。
此外，我們也發明了全世界第一杯「奶蓋」飲品，「奶蓋烏龍」就創新了珍奶茶飲界的全新喝法。2005年，我們推出了海尼根綠茶～一款結合啤酒、綠茶以及8種果汁特調的風味飲品，在半年內創下250萬杯的銷售紀錄，造成業界轟動並成為聞名世界的明星品牌。
透過不斷研發創新，我們洞悉市場走向並引領茶飲新潮流。



Innovatively one boba maker per store, freshly produce and sell on-site daily

獨創每一家店一台珍珠製作機，現場製作珍珠現作現賣



Brand Positioning 品牌定位

Mr. Sun : The Boba Magician 珍珠的魔法師

Tsung-Tse, Hsieh, Mr. Sun's founder, has worked for a long time as a consultant in tea-shop trade, counseling over 500 tea-shops worldwide. Mr. Hsieh has repositioned the brand with the concept of "healthy, fresh, new fashion". He hopes to break consumers' stereotype of factory-made bobas being unhealthy, containing massive chemicals. With these unique bobas, he aims to propel Mr. Sun to the global stage."

2016 Mr. Sun was established. Through the most innovative marketing strategy, setting a boba maker in every store, Mr. Sun produces and sells boba on-site every day. The customers could see the whole process of boba-making, from dough kneading, moisture monitoring, to the boba in their drinks. With our exclusive recipe, Mr. Sun provides non-preservative boba by decreasing 30% of the calories, serving much healthier, lighter, and tastier, also the most innovative light-calorie fruity boba milk tea in the world. That's what differentiates us from the rest boba milk tea brands, causing sensations with long queues in every one of our locations in Asia, California, Toronto, Calgary and Las Vegas.

Mr. Sun provides 3 flavors of boba daily: the classic brown sugar, strawberry, and mango. We also developed other popular flavors for boba lovers all over the world. For example, we already have peach, honey cinnamon, Matcha, up to 13 popular flavors in total. If you fancy awesome boba milk tea, come visit us, let Mr. Sun brings you the joy, delight your taste buds, and leave you a pleasant aftertaste.

Mr. Sun的創辦人謝宗澤先生長期在海外擔任茶飲顧問教學。他改良珍珠製法，以「健康，新鮮，新時尚」的理念重新定位品牌，期望能打破消費者對於工廠出產的珍珠不健康且含有大量化學成分的刻板印象；要用這一顆顆獨創珍珠把Mr. Sun推向國際舞台。

2016年，Mr. Sun成立，透過最新的珍珠奶茶營銷模式，一店一台珍珠機，每日現作現賣手工珍珠。消費者可以看到珍珠產製的整個過程；從揉麵、溼度監控，到他們手中飲料裡的珍珠。Mr. Sun獨家研製珍珠無添加防腐劑，平均降低了30%的熱量，新鮮健康無負擔，也是世界最創新的輕卡水果珍珠奶茶。這是太陽先生與其他品牌相比最大的優勢，也是太陽先生能在亞洲各地、加州、多倫多、卡加利以及拉斯維加斯等地一開幕就爆紅，造成排隊風潮的關鍵因素。

太陽先生每日提供黑糖珍珠、草莓及芒果等3種口味的珍珠。除了基本款以外，太陽先生也為世界各地的珍奶愛好者研發出多達13種的特殊口味，包括水蜜桃、蜂蜜肉桂、抹茶等等。如果你想品嚐一杯極品珍奶茶飲，來喝飲料吧，讓來自太陽先生的好味道挑逗你的味蕾，帶給你非凡深刻的茶飲體驗。



Brand Vision 品牌願景

Based in Taiwan, onto the world 立足台灣，邁向世界

As the international branch of Red Sun Tea Group, Mr. Sun's core value is to bring Taiwan's good taste and most innovative boba milk tea ideas to the world. Through owning tea plantations, boba labs and factories, we carefully select high-quality tea leaves and other food materials, ensuring our products – from tea, sugar, all the way to the toppings~ are all original, healthy, tasty, and most important of all, in line with international inspection standards.
Currently, we've already expanded to China, Canada, and United States, also starting projects with our business partners from Hong Kong, Thailand, Vietnam, Philippine and more to come. We believe the handcrafted boba is the trend in the boba milk tea trade, and Mr. Sun is the leading power in the future.

Mr. Sun的願景是推廣來自台灣的美味茶飲，並將台灣最創新的珍奶茶飲概念推廣到世界每一個角落。我們擁有自己的茶園、珍珠實驗室及珍珠工廠。對於每一片茶葉我們都精心挑選、對於每一項食材我們嚴格把關，讓Mr. Sun茶飲的每一個環節，從茶，糖到加料都符合國際檢驗標準，就是要讓消費者享受最自然最健康的飲品，享受來自台灣的好味道。
目前我們已經拓展至中國、美國以及加拿大，也已經和我們來自香港、泰國、越南、菲律賓等國的夥伴開展合作。我們相信手作珍珠會是茶飲界未來的潮流趨勢，而Mr. Sun則會是引領業界趨勢的新勢力。

Mr. Sun Master Franchise Authorization Terms

授權代理條件

1. Areas: Asia Pacific countries, European countries, Canada, United States, and Provinces of China.
   開放區域：中國大陸各省份、亞太各國、歐美各國、加拿大、美國。





2. Being able to obtain the registration of legal profit-making enterprises in the agency area
   能取得代理國家或區域合法營利事業登記者。
3. Being able to expand business in the agency area following HQ's support and own a team to do advertising, marketing, and designing.
   在總部輔導下能拓展當地加盟店，並具廣告、行銷、規劃設計能力者。
4. Sharing the same value and business philosophy with HQ as 'quality first, customer first'.
   與總部開店理念契合，能堅持品質，服務為最優先考慮者。
5. Possessing sufficient capital and starting at least 5 stores for advertising and staff training purposes.
   備有一定資金可供市場運作，並設立最少五家以上之直營門市做為營業示範、教育訓練用途。
6. Being able to tackle logistics matters in the agency area.
   可解決當地物流運輸，自行送貨或委外均可。