



CHICHA

San Chen

1 BRAND CULTURE p2

2 BRANDORIGIN p4

3 BRAND POSITIONING p6

4 CORE VALUES p10

5 BRAND PRODUCT p34

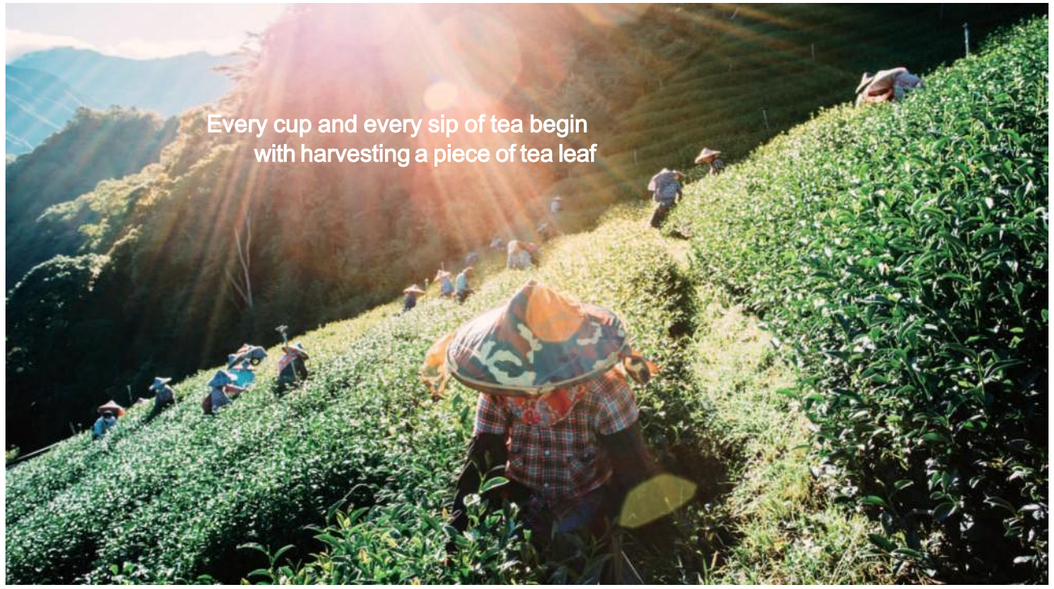
6 BRAND INFLUENCE p46



In this vast world, we focus on our goals and leave behind trivial distractions. Ambition provides motivation, yet it can sometimes lead one astray. To possess something requires capability, but to let go demands even greater wisdom.

We dedicate our energy and expertise to what we truly value. Exceptional cuisine should be presented with professionalism. With an unwavering passion for tea, we craft each cup with meticulous care, from tea branches to the final brew—this is why we developed our customized Teapresso machine.

Among countless choices, we sincerely strive to offer you the best.



1998

Taichung, Taiwan
First Chi Cha Teashop
was born.

2004

Established franchise system and
founded Taichung Xi-Tun headquarter.

2013

Collaborate with nearly 200 franchisees. Company grows in a fast pace and our headquarter continues to expand with nearly 250 employees.

1999

Initiated “Tea Ceremony” Service
By serving tea with both hands, we were thankful to every arriving customer.

2008

We have gained the foothold and expanded stores around here in Taiwan. In addition, we have become the leading brand into Taiwanese tea industry.

2014

Diversified operation of The Beverage Brand being officially and starting operation of The Group Overseas Business division.

Our roots are deeply embedded in Taiwan, with over 20 years of experience in high-quality tea beverages and exceptional service. With a professional operations team and comprehensive training programs, we continue to expand globally, striving to become a world-renowned tea brand.



2015

Internationalized Management,
Apply ISO22000 and HACCP certification standard to our operation.

2018

Brand Conceptional Store and Xiamen headquarter have been founded, and aim to expand ourselves as worldwide tea beveragebrand.

2019~

All of beverages from CHICHA San Chen won such honorable by International Taste Institute (iTi) in 2019. This honor comes from Michelin star evaluate to certify consumer food and drink products.

2016

CHICHA Tea shop has been starting The Third generation of shops remodeling and continued growing up.

2019~

Regional master franchises layout into globally and keep expanding worldwide map. And keep expanding worldwide map.
Stores expansion into the first-tier cities in China. Such as Shanghai, Beijing, Xiamen, ChangShun, ZiAn, TainJin, and Hong Kong. Stores expansion into international markets where are located in New York, California, Canada, Singapore, Indonesia, Cambodia, Malaysia, Thailand, Vietnam, Japan, Australia, Macau , Thailand and so on.

With the mission of discovering the best ingredients from the beautiful island - Taiwan.
We have been dedicating ourselves to tea brewing for more than 20 years and we still keep moving forward.



Decent cuisine should be further introduced through professional presentation. With the passion for tea, we would like to present original taste of tea by our exclusive teapresso machine which is customized for each tea.

We believe that by treating the tea with heart and the best tea scent will be discovered.
Selecting essence from tea branches, the flavor you tasted is our insistence.

CHICHA San Chen achieves the concept of
“International Beverage originated from Taiwan”
Serving the best drink is our faith for now and forever.

INTRODUCTION

OFFERING
THE BEST

BRAND POSITIONING



With the responsibility in looking for the best not-easy-to-find ingredients in this beautiful island of Taiwan.

With ingenuity of tea making mindset for twenty years, we never stopped expressing our passion for tea through the following paths: from farm to table and from Taiwan to global market. What we realize is to execute the concept of "globalizing our Taiwanese tea " is what we are truly holding on for. We only wish to present this brewed cup of tea delicacy to you.

Tea used in CHICHA San Chen comes from Taiwanese tea producing/farming areas. Beverage is made by our own tea roasting factory through more than ten years of mastery craftsmanship by bringing the most natural tea leaves with trustworthy quality.

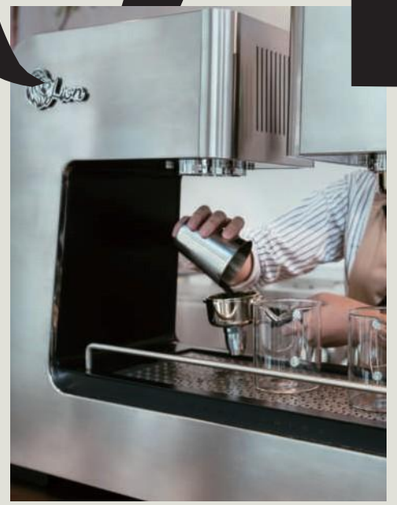


Boutique of the Tea Beverage Industry

CHICHA San Chen retains the traditional craftmanship in making tea along with innovative technology for modern tea tasting.

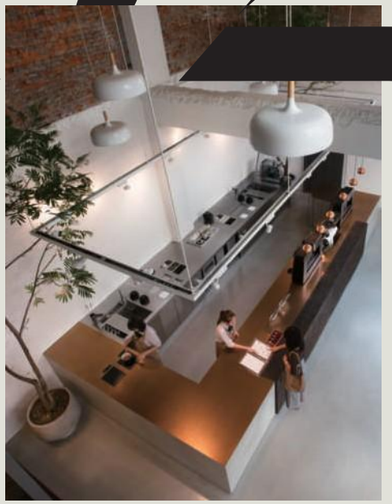
01

Profession
al Spirit



02

Arty
Area

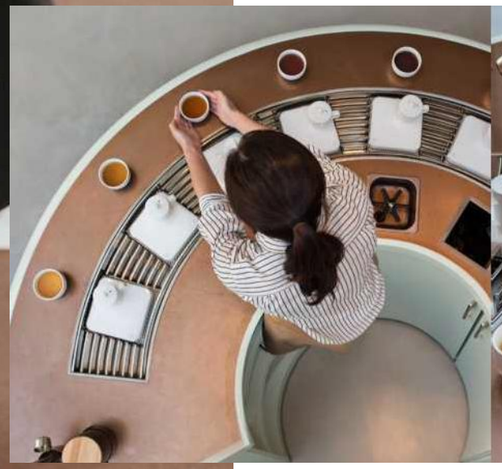


03

Humanistic
Quality









[Tea Tasting/ Roasted Tea]

In order to convey the beauty of Taiwanese Lishan Oolong tea, let professional tea drinking convert into a simple task!

Specially selected from elevation of 2000-2200 meters of Oolong tea, our freshly roasted tea leaves are baked in our exclusive custom-made tea leaves roaster.
In order to show the maximum ductility and change from the tea leaves, we designed five roasting levels that are unique to CHICHA San Chen. Five roasting levels are: Light, Light-Medium, Medium, Medium-Heavy and Heavy. After thousand times of flavor testing, we have chosen the following as our golden standard: 3 grams of tea leaves, 95 degrees of water temperature, and immerse it for 6 minutes. Based on the golden rule from the above, we are able to brew out the clearest and sweetest after-taste tea broth for someone whose understanding how to enjoy this delicacy.





The temperature is an important factor that affects tea broth flavor. Every cup is freshly ground and brewed, maintaining a consistent **75-80°C** for optimal flavor.

Freshly Brew is our way for showing absolute passion for tea.



【Innovation for Traditional Craftmanship Tea】

Traditional way of making tea broth focuses on tea masters' expertise.
Different roasting level of tea leaves are brewed according to the professional experience using our exclusive patented Teapresso Machine.
The whole process simulates and restores the essence gathered from manual-brewed tea made by tea expert. Every cup is freshly ground and brewed. Now let us present the best savor for everyone!

ChiCha San Chen Patented Product

LION AI
Teapresso Machine

10-Second Tea Leaves Grinding | 60-Second Tea Brewing | 1000 Custom Setting Available

Freshly Brewed // Fresh Ingredients // Original Flavoring

[Exclusive Artificial Intelligent Design]

“Teapresso Machine” is specially designed for CHICHA San Chen along with exclusive intelligent touch screen. Based on different kinds of tea leaves, different water temperature, time and water ratio will be set accordingly to allow not only freshly ground and brewed method to be applied into every cup of tea but also to allow the ability to accurately make more than a thousand beverages in total. Using small instantly heated stove along with shorten water pipe do stabilize water temperature, minimize temperature drop then to ultimately achieve energy-saving result.

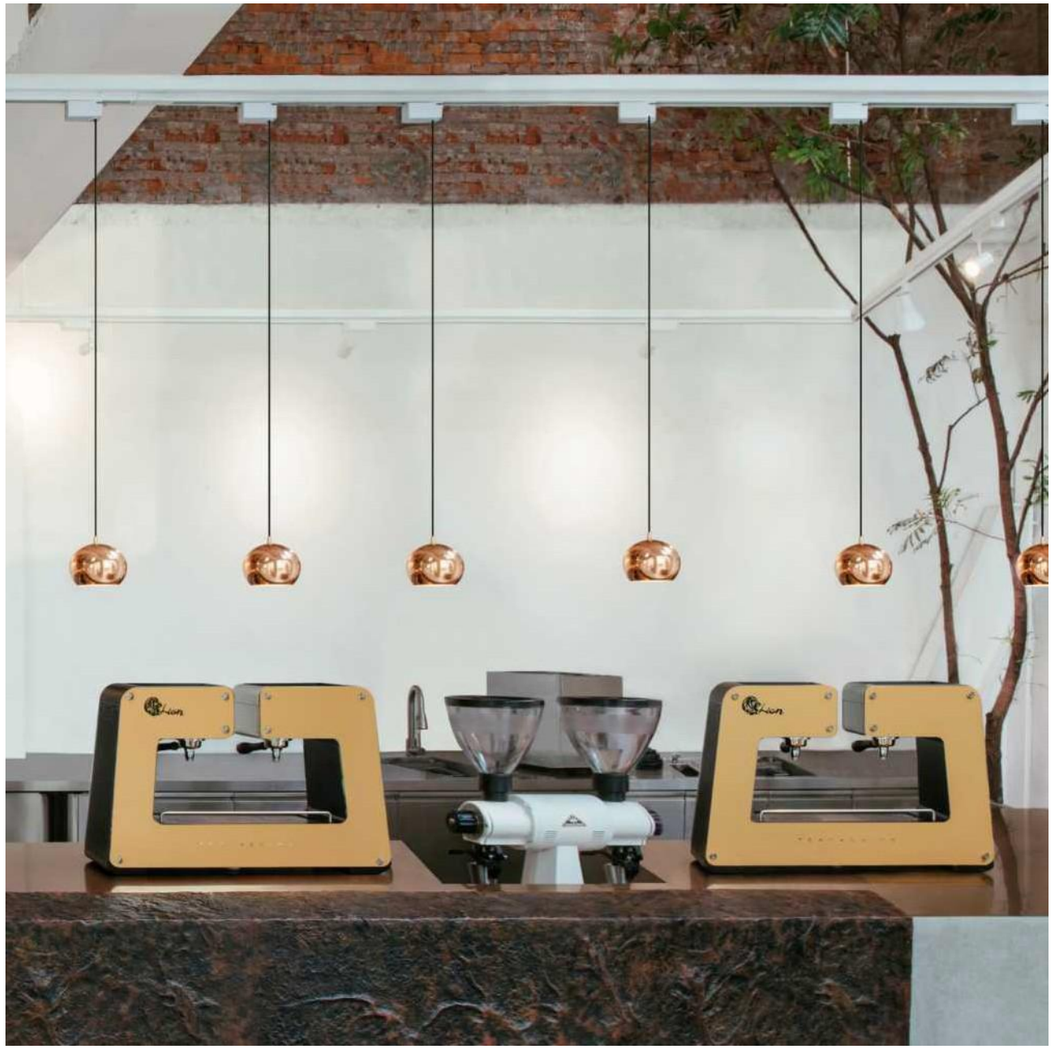
[Leading Stylish Trend]

Simple appearance paired with top-grade quality material to present tea culture. The hollowed design is just like Guardians of Angels guarding the device using both arms. Also, with this hollowed design, customer will be able to enjoy watching how each tea beverage is brewed as well as seeing the purest color of each kind of tea. Another benefit for this hollowed designed not only allow internal parts function correctly, but also allow customers focus their attention onto our heart-felt and professional brewing process.

[Freshly Brewed Technique]

Traditional tea drinking is to enjoy professional’s technique applied while making tea. Water temperature, water ratio and waiting time are to be determined by tea roasting level due to each step does directly affect tea flavor. With our custom built device and its own user interface screen, different personal preference in tea flavoring can be easily fulfilled by applying designated setting. By that, you will be able to enjoy that freshly brewed tea in no time!













World Premier - Tea Maturation Cellar

World’s first batch of tea bricks made out of Oolong tea are being stored in our Tea Cellar replicating the most suitable growing environment where room temperature is maintained during the day, and night temperature is kept at 21 degrees Celsius with relative humidity below 55%. With day and night temperature differences, it accelerates natural-occurring aging for the tea bricks. Especially through technological environment, aged tea that normally has to be maturated for 30 years can be ready within two to three years instead, and it can also be kept and stored. Not only can the bricks be collected but also does have its unique flavoring. Due to quantity is limited and it does take time to maturate, the bricks bring up their values accordingly.



Uneven display rack arrangement from the Tea Cellar is full of designer’s ingenuity; nonetheless, it’s the presentation of bubble tea beverage cup. With cup-like design in white color, it enhances visual comfort and conciseness. Along with the automatic-rotating function, it does allow customers to enjoy watching the entire arrangement of Tea Cellar. The most important of all, it certainly lets tea bricks age much evenly and better!





Concept Store at Location in Taiwan

This time, we have chosen an old building with more than 40 years of history as the first conceptual store location in Taiwan. By using the miniature of mountains and vivid trees as our concept, combining with old building structure to create the retro feeling with innovated techniques and let the whole building be reborn for light. Bringing in the beam of daylight, indoors is welcomed by the sunlight and is being introduced with well-processed sawlogs, fair-faced concrete, and red bricks. By allowing the native tree species to surround the whole building would let the humanistic culture, tea aroma and artful atmosphere stay intact in this space.

Humanistic Room

The images of individuals lining up are our professional team supporting our brand development. CHICHA San Chen Conceptual Store at Taiwan location is certainly a creation of attentive masterpiece gathered by elites.



Sky Tea Garden

We create a constant temperature and humidity space. CHICHA San Chen really did bring the tea mountain to the city! Imitating the natural environment on the mountain, the clouds are hazy, the temperature is suitable, and the diffused natural sun light is soft.

The implementation of the sky tea garden allows us to better understand the source of our product. Along with the culture and meaning of tea culture, we will not stop our persistence in pursuit of better quality and much more refined tea beverage.







CHICHA San Chen in Xiamen
The Flagship Store at Hexiangxi
Location



Pottery for Tea Leaves

After years of travelling visiting the outstanding local pottery experts in Taiwan, we have finally had the honor to invite the couple of pottery artists located in Nantou– Mr. Zheng cheng Yang and Ms. Nacei Liu, by designing and creating the pottery of tea leaves for CHICHA San Chen. Each pottery is uniquely hand-made. The invisible warmth and dedication from pottery hand-making process can still be felted via the pottery.

Pottery for tea leaves is used for tea leaves storage and fermentation and such tea leaf storing process is an artful work that has been handed down since ancient times. As the storage time increases, the tea flavor will be more unique.

The pottery for tea leaves does not only store tea leaves, but also the belief of the person who did the tea leaf storing process.

This is a strong affection that does not fade over time. You can choose your favorite pottery to experience the complete storing process and give this cherished blessing to the most important person whose in your heart, Whether it is a family member or children,

After in ten, twenty or thirty years that opening together Taste the charm and heart of aged tea leaves.







Professional Tea Brewing Expert

Professionalism is the result of hard work and persistence Every gram of care is carefully weighed. Skilled gestures are after tens of thousands of back and forth practices and training. The expression of elegance on the stage comes from the sweat behind the scene. Every cup of beverage is customized to perfection for the most delicate yet genuine taste.

Customer interaction

Using standardization as our foundation and humanistic expression as our mentor, our service isn't as rigid; instead, it is full of humanistic Taiwanese spirit along with unanimous greetings. With our MIT (Made In Taiwan) humanistic spirit, the goal of CHICHA San Chen is to accurately deliver our brand spirit to each one of our customers.





Professional Tea Leaves Roasting Expert

Aged tea leaves tasting and evaluation depends on Tea Leaves Roasting Expert's vision, smell, taste and touch along with standardized process to evaluate tea leaves. In addition to the intrinsic expertise and extensive experience, Every Roasting Expert is a deliverer of tea beverage culture. In the evolution history of Chinese tea beverage, the knowledge and conservation will be preserved. Through every customer's cup of tea, we are able to create a cultural spirit with profession.







The International Taste Institute (iTi) “Superior Taste Award”

Michelin-Level Tea Bases







Green Tea

Nantou, Taiwan

The tea is featured with a rich jasmine scent with lasting sweet and refreshing flavor.



Osmanthus Oolong Tea

Chiayi, Taiwan

It is featured with a flavor of sweet-scented osmanthus and the taste is refreshing. The tea with flowery fragrance is deeply favored by numerous customers.



High Mountain Pouchong Tea

Guanxi, Taiwan

The tea comes with a unique creamy aroma, a pure natural tea rich in sweetness and fragrance.



Black Tea

Nantou, Taiwan

It is a heavily roasted tea with a mellow taste and stronger sweet aftertaste.



Dong-din Oolong Tea

Lugu, Taiwan

It came with a stronger charcoal-roasted aroma with flavorful roasted tea rhyme and sweet aftertaste.



Cassia Red Oolong Tea

Nantou、Chiayi, Taiwan

The tea has much more fragrance. Cassia and black tea are roasted into a unique aroma combination. This is one of the base tea specialty available in Chi Cha San Chen.



Twin Pack Tea Gift Sets

Our Oolong Tea comes from Lishan mountain which is 2000-2200 meters in altitude. Special geographical environment creates excellent tea quality. We invite you to experience the exclusive tea aroma, natural sweetness and rhyme brought by our manual roasting expertise.

Tea Drip Bag Gift Sets

Hand brew a cup of tea and taste a gift from nature. Five kinds of baking degree of Lishan Oolong Tea, you can choose the flavor according to your preference, and feel the unique fragrant tea rhyme.





Drip Bag Mug

The cup is designed for drip bag with measure indicator for keeping the same water amount. It creates the best flavor.



Tea Travel Pack

What we are most passionate about is to share Taiwanese good tea! Strictly chosen Lishan Oolong Tea, matched with the competition- level evaluation cup group, made of advanced ceramics, which is very suitable for brewing tea; advantages of storage and convenience would let you always enjoy leisure life!

Pottery Mug Gift Set

Cooperation with the pottery artist couple-Na Cai Liu and Zheng Cheng Yang Handmade particular cup with favors temperature. We share the special curve of the cup and also showing the beauty of the tea soup.





Pottery for Tea Leaves

After six years of tea affection, a hundred years of ace love. It is the thought that counts, and how much tea aroma kicks in CHICHA San Chen cooperation with the pottery artist to create a special Tea Pottery. Each one is the only one that owns unique in aesthetic feeling and temperature works. Collocation with 75g Oolong Tea Leaves, How much longer will unchanged to be placed.



BUBBLE MILK TEA

Served with larger than average size bubbles and it is also made from traditional method for 90 minutes to allow our bubbles to release that caramel flavor and tenderness. We only serve each batch of the bubbles for no more than 3 hours to ensure that perfect quality. Our specially selected Black Tea is heavily roasted and made to perfection.

Freshly Brewed // Fresh Ingredients // Original Flavoring

FRESH MILK WITH BROWN SUGAR BUBBLE

Our delicate brown sugar is made via old- fashion method to truly reveal its delicate fragrance and flavor. It is served along with our brown sugar bubbles which are tender and full of caramel flavor, and then pair it up with local fresh milk. This perfect combination would lead you to your heart!

Freshly Brewed // Fresh Ingredients // Original Flavoring





DONGDING OOLONG TEA WITH MOUSSE

Dongding Oolong Tea is considered as one of the famous Taiwanese high mountain tea. After going through several roasting process, our Dongding Oolong tea has that roasting scent where it fulfills your taste bud. As an honored winner for iTi Three Star certification on our Dongding Oolong tea, we would like to share this tea beverage top of lightly-salted and rich flavored sweeten mousse with you!

LEMON CONDENSED MILK

Coming from the local Taiwanese farm, our condensed milk is the essence from 100% fresh milk and pure sugar cane sugar. It has that natural milky sweetness and no artifcial is added. With specially selected lime from our affliated farm from the south part of Taiwan, we use our unique technique to perform juice extraction to preserve abundant vitamin C and lime fragrance. By simply combining both ingredients, this is just so delightful for the Summer!

Freshly Brewed // Fresh Ingredients // Original Flavoring





BRAND INFLUENCE

Industry Recognition

•**Michelin-Star Level Tea** – Recognized by the **International Taste Institute (iTi)**.

•**ISO 22000 & HACCP Certified** – Ensuring the highest food safety and quality standards.

•**Exclusive Patents** – Our **Teapresso Machine** is a patented, world-premier innovation.

Commitment to Excellence

•**Professional Training & Development** – Comprehensive programs for store management and service quality.

•**R&D & Innovation** – Continuously developing new products based on global consumer preferences.

•**Three-Tier Quality Inspection** –

- **Tea Factory Inspection**
- **HQ SGS Inspection**
- **In-Store Quality Check**

International Expansion



With **300+ stores worldwide**, CHICHA San Chen has established a strong presence globally, including:

- **Asia** – Taiwan, China, Hong Kong, Japan, Vietnam, Malaysia, Singapore, Indonesia, Thailand, Cambodia
- **North America** – New York, California, Canada
- **Europe & Australia** – London, Melbourne



300+ GLOBAL STORES

The Blossomiong of Taiwan Teas in the world

MILESTONES

1998
CHICHA Tea Shop was founded in **Taichung City**

2004
Chain-store business model established, and CHICHA Tea shop headquar ter founded in **Xitun**.

2008
Expansion into whole Taiwan. More than 100 stores expanded in central of Taiwan.

2013
With the company developments, provides assistance to more than 200 branch stores and keep expansion.

2015
- International Operation,
- expansion into China.
- ISO 22000 and HACCP cer tification were introduced to our process.
- Establish- Xiamen Crown Beauty Catering Management. Co., Ltd

2019
Global Expansion Into New Market **United State of America, Hong Kong**

2020
Global Expansion Into **Malaysia, China**

2021
Global Expansion Into **Russia, Indonesia, Singapore**

2022
Global Expansion Into **Canada**

2023
Global Expansion Into **Australia, United Arab Emirates, Philippines**

2024
Global Expansion Into **Macau, Thailand**

Beverage Originated from Taiwan. International

https://www.chichasanchen.com.au/