Taro Yuan® 清原

最傳統的台灣味，最純粹的童年回憶

The most traditional Taiwanese flavor,
the purest childhood memories

Taro Yuan® 清原

品牌介紹

Brand Introduction



品牌故事 Brand Story

- 2005 年，清原芋圓草創於市場內的小餐車，直至 2015 年創立品牌，並於門店內販售飲品與甜品，為目前市面上少有的複合式飲品店，在台灣的甜品飲料市場獨佔鰲頭。
  2005, Taro Yuan was founded as a stall in the market, and until 2015, the brand was established and sold drinks and desserts in the store, which is one of the few comprehensive beverage stores in Taiwan.

- 2019 年，清原芋圓創立原物料品牌 NATUFRE，其能滿足海外客戶對於原物料之需求。綜觀，清原芋圓除加盟體系外，亦能提供自有品牌客群的原物料，能最大幅度滿足不同客群之需求。
  2019, raw material brand NATUFRE was founded as the second brand of Taro Yuan, which can meet the needs of overseas customers for raw materials.



產品多樣化 Product Diversification

- 清原芋圓門店內產品包含了茶類、芋圓系列產品、甜品以及甜湯等，滿足不同季節的客戶需求。
  The products in Taro Yuan stores include tea, taro ball series products, desserts, sweet soup, etc. to meet the needs of customers in different seasons.

- 原物料品牌 NATUFRE 部分，產品列則包括飲品店內所需之設備以及原物料，如糖漿與珍珠等。
  Raw materials brand NATUFRE, the product line includes facilities and raw materials needed in beverage stores, such as syrups and pearls.



完整供應鏈 Complete Supply Chain

- 清原芋圓建立從農人至終端客戶之供應鏈，也具豐富貿易、船務、關務等海外經驗，能滿足客戶不同報價方式之需求，並將產品以最快速的速度、最新鮮的狀態送至客戶端倉庫。
  Taro Yuan has established the supply chain from farmers to end customers, and has the rich overseas experiences in trade, shipping, customs, etc., which can meet the needs of customers in different quotation terms and deliver the products at the fastest speed and in the freshest state to the warehouse of customers.



獨立研發團隊 R&D

- 清原芋圓擁有自己的研發團隊，而針對加盟店飲品，清原芋圓每季會推出一支新產品。
  Taro Yuan has its own R&D team, and for the stores in Taiwan, Taro Yuan will launch a new product every quarter.
- 針對海外客群，研發團隊則會針對當地狀況研發在地化產品，以滿足當地客戶之需求。
  For overseas customers, the R&D team will develop localized products based on local conditions to meet the needs of local customers.

發展沿革 Development History

2005
小餐車起家
Founded as a stall

2011
開始販售冰品
Starting selling ice items

2015
創立品牌
Brand "Taro Yuan" was established

2019
開放加盟
Opening for franchising

創立 NATUFRE
NATUFRE was established

2021
總部成立，包含物流、倉儲、冷鏈中心
The headquarters was established, including the centers of logistics, warehousing, and cold chain

2023
開放海外加盟，並於澳洲、香港、美國開展代理業務
Opening for overseas franchising, and carrying out agent business in Australia, Hong Kong and the US

2024
澳洲將開展第二、三間門店
Australia will open the second and third stores



主要產品 Main Products



主要產品 Main Products



甜品
Ice Desserts



飲品
Beverage



暖湯
Warm Soup

Taro Yuan® 清原

加盟介紹

Franchise Introduction

加盟優勢 Franchise Advantages












不同於一般飲品店，清原同時販售飲料及甜品，同時也會針對各國研發不同的在地化產品以符合口味。

Taro Yuan sells both beverages and desserts, also developing different localized products for each country to meet the taste needs.

門市熱銷排行 Store Top Ranked Products



芋見幸福
Taro Joy



雙芋冰嫩仙草凍
Grass Jelly Trio Mix



紫芋波波沙
Taro Yuan House Special



Nice to Meet You!
芋見泥珍好



招牌３號
House No.3

門市設計 Store Interior Design



台灣創始店
Taiwan Origin Store



澳洲墨爾本門市
Australia Melbourne Store


美國洛杉磯門市
USA Los Angeles Store



香港銅鑼灣門市
Hong Kong Causeway Bay Store

原物料貿易 Raw Material Trade









餐飲業所需的原物料與設備，原物料品牌 NATUFRE 皆有提供！

Raw material brand NATUFRE provides all the raw materials and facilities of the catering industry!

通路商品貿易 Channel Products Trade













除了加盟與原物料，清原也提供了通路商品！

Besides franchising and raw material trade, Taro Yuan also provides channel products for the customers!

Taro Yuan® 清原

加盟流程

Franchise Process

單店加盟流程 Single Store Franchise Process

1 合約簽訂 Contract Signing

2 確定店面 Location Scouting

3 教育訓練 Training

4 開始施工 Store Renovation

5 設備及機器進場 Facility positioned

6 現場完工 Store Renovation Completed

7 原物料進場 Raw Materials Delivered

8 門市開幕 Grand Opening

合約時間為 3+2 年
Contract period is 3+2 years

代理流程 Agent Process



單店加盟
Single Store Franchise

成為當地代理前，應先進行單店加盟，並營運至少滿一年，次年如市場及營運穩定，即可申請成為當地代理。

Before being the local agent, the franchisees should first open a single store and operate it for at least one year. From the second year on, if the market and operations are stable, the franchisees can apply to be the local agent.

合約時間為 10 年
Contract period is 10 years

提供市場計畫
Agent Plan Provided

如欲成為代理，加盟主需提供市場計畫予我司評估，其內容應涵蓋:

1. 團隊概況與優勢
2. 品牌推廣通路計畫
3. 當地競品分析
4. 展店計畫
5. 財務預估

If wanting to be the agent, the franchisees need to provide the followings for the evaluation:

1. Team profile and advantages
2. Brand promotion channel plan
3. Local competitive brands analysis
4. Starting store plan
5. Financial projections



新門市開展
New Stores Opening

如通過我司評估，加盟主即可成為當地代理，自成為代理的當年度，加盟主應開展 2 家門市，並於次年開展 3 家門市，該門市數量不包含最初加盟之單店門市。

If the franchisees pass the evaluation, the franchisees can be the local agent. In the year when being the agent, the franchisees should open 2 stores and 3 stores in the following year. The number of stores does not include the single store initially joined.

總部支援 HQ Support



研發團隊 R&D Team

清原擁有專業的研發技術與充滿活力的年輕團隊，除尋求最新話題結合創意甜品外，每季度更是推出兩支商品，而針對海外客戶也可以進行在地化商品之研發。

Taro Yuan has its own R&D team, which is young and dynamic, not only keeping catching the latest trends to combine with creative desserts but also launching 2 new items every quarter. For the overseas needs, the R&D team can also develop the localized products accordingly.



營運協助 Operation Assistance

清原與加盟主為合作夥伴模式，而人力培訓與門市營運等由總部統一管理。

Taro Yuan operates a partnership model with the franchisees, and the training program and store operations are managed uniformly by the headquarters.



教育訓練 Training

清原有完善的員工培訓制度，員工上崗前均需接受統一專業的技能和專業知識培訓。

Taro Yuan has the complete training system, and employees are required to be trained before starting work.



物流系統 Logistics

清原擁有自身的物流部門，其有豐富的海外貿易經驗，能以最快的速度將貨品送至客戶終端倉庫。

Taro Yuan has its own logistics team, which has the rich overseas experiences in international trade and can deliver the products at the fastest speed.



行銷協助 Marketing Assistance

總部擁有自己的行銷設計團隊，針對不同的市場可制定不同的行銷題材與活動。

Taro Yuan has its own marketing team, which can develop different marketing themes and activities for different markets.

生產流程 Raw Material Production Process

農民契作芋頭送至工廠加工包裝
Farmers contract to grow taro and deliver them to the factory for processing and packaging.

工廠配送已包裝之產品至總部倉庫
The factory delivers packaged products to the headquarters warehouse.

根據不同訂單安排海內外出貨事宜
Arranging the shipments according to different orders.

總部出貨與出口報關
Headquarters ships and the export customs declaration

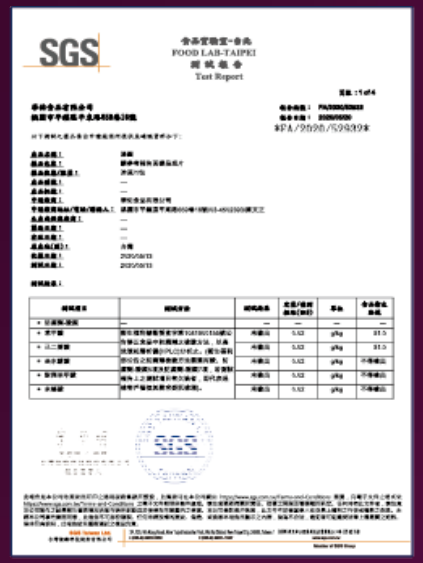
客戶端收貨與進口報關
Customer imports and the import customs declaration

貨物抵達客戶倉庫
Products arrive at customer warehouse



認證與獲獎 Certifications and Awards

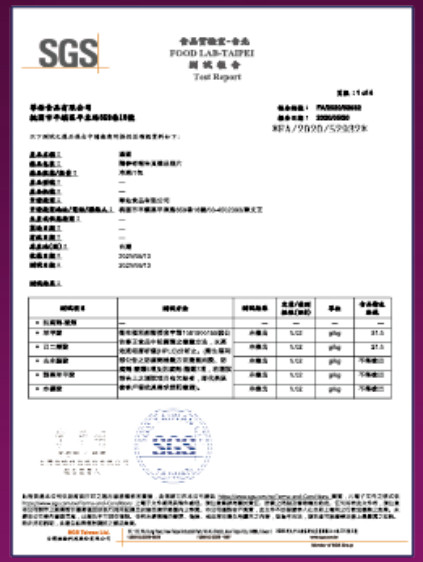


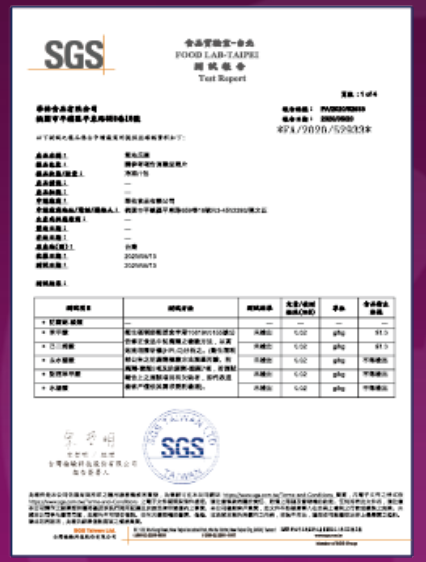












Taro Yuan® 清原

原物料貿易

Raw Material Trade



原物料品牌 NATUFRE

- 成立於 2019 年，NATUFRE 是臺灣頂尖的果泥和手搖飲材料製造商，提供多樣的生態品種和豐富的產品，承諾在於保留原材料的自然精華，並分享這座寶島上美味的風味。此外，我們的生產設施擁有三項重要食品安全標準的認證：ISO22000（食品安全管理體系）、HACCP（危害分析關鍵管制點）和清真（符合伊斯蘭法原則的產品認證）。

Founded in 2019, NATUFRE is Taiwan's top puree and beverage material manufacturer, providing a variety of ecological varieties and rich products, with a commitment to retaining the natural essence of raw materials and sharing the delicious flavors of this treasure island. In addition, our production facilities are certified to three important food safety standards: ISO22000 (Food Safety Management System), HACCP (Hazard Analysis Critical Control Point) and Halal (certification of products that comply with the principles of Islamic law)



原物料品牌 NATUFRE

- NATUFRE 具豐富的物流經驗，不論是凍貨或是乾貨皆能進行出貨，並能協助運輸與清關等流程，最大幅度滿足客戶需求，除此之外，NATUFRE 亦在創立品牌後屢獲佳績，如在 2024 年出口糖漿約 125 噸、爆爆珠約 55 噸等。

  NATUFRE has rich logistics experience and can ship both frozen and dry goods. Besides, NATUFRE can assist in transportation and customs clearance processes to meet the customer needs. In addition, NATUFRE has also achieved great success after establishing the brand, for instance, in 2024, approximately 125 tons of syrup and 55 tons of popping boba had been exported.

主要產品 Main Products

- 果泥 Fruit Puree
- 頂級糖漿 Syrup
- 果汁濃縮液 Juice Concentrate
- 冷凍水果 Frozen Fruits
- 冷凍果泥 Frozen Fruit Puree
- 冷凍果汁 Frozen Fruit Juice
- 罐裝水果 Canned Fruit
- 傳統珍珠 Tapioca Pearl
- QQ晶球 Crystal Pearl
- 爆爆珠 Popping Boba
- 椰果 Coconut Jelly
- 罐裝配料 Canned Toppings
- 原片茶葉 Tea Leaves
- 預拌粉 Premixed Powder
- 包裝材料 Packaging Material
- 餐飲用設備 Catering Facilities



















Taro Yuan® 清原

加盟條件與費用

Franchise Conditions and Fees

清原芋圓加盟條件與費用 Franchise Conditions and Fees of Taro Yuan

項目 Item	門市標準 Store Standard	備註 Remark
預估營業額 Estimated turnover	-	需根據不同商圈特性預估 The data should be estimated based on the market characteristics.
需求總面積 Required square meters	30 - 45 坪 100 - 150 square meters	包含內外場及用餐區 Including the kitchen, the counter, and the dining area.

項目 Item	費用 Fee (美元 USD)	備註 Remark
初次加盟金 Initial Franchise Fees	待定 To be Defined	僅需支付一次。 Only needing to pay once.
品牌授權費 Ongoing Franchise Fees	單店營業額之 3% 3% of single store turnover	收取自營運第六個月起至何約結束。 Charged from the 6th month till the contract ends.
保證金 Deposit	USD 10,000	如無重大違規、失誤，將於合約結束後全數歸還。 If no huge violations occurs, all will be returned after the contract ends.
加盟主受訓費用 Franchise Trained Fees	待定 To be Defined	如當地無代理商，加盟主應至台灣總部受訓，其交通住宿費用需自理。 If there is no local agent, the franchisees should go to Taiwan HQ for training, and should afford the fees of transportation and accommodation.
總部派遣人員薪資 Salary of HQ dispatched personnel	待定 To be Defined	加盟主受訓結束後，如需總部派遣人員至當地協助開業，則需負擔該人員之交通住宿費用。 After the franchisees complete the training, if the franchisees needs HQ to dispatch personnel to the local area to assist starting the business, the franchisees should afford the transportation and accommodation fee of the personnel.
第一次出貨品項費用 First shipment payment	USD 50,000 - USD 70,000	包含設備及原物料，但此價格僅為預估，實際價格受原物料價格波動。 Including facilities and raw materials, but this price is only an estimate, and the actual price is subject to fluctuations in raw material prices.
門店營運保險 Insurance for the store	最低保險金額為 1,500萬美金之商品責任險在內之綜合責任險 Insurance amount of US$15 million as the minimum	須合乎當地法規之相關保險。 Relevant insurance must comply with the local regulations.
廣告費 Promoting Fees	每季盈餘之 1% 1% of quarterly profits	加盟主應每季度提供該筆費用之計畫與用途予總部。 The franchisees should provide the plan and use of the fee to the HQ every quarter.

Taro Yuan® 清原

加盟聯絡資訊

Franchise Contact Information

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LINE