

# BING CHUN TEA

## BRAND BROCHURE



**A Hot Brand  
For Young People Starting Businesses**



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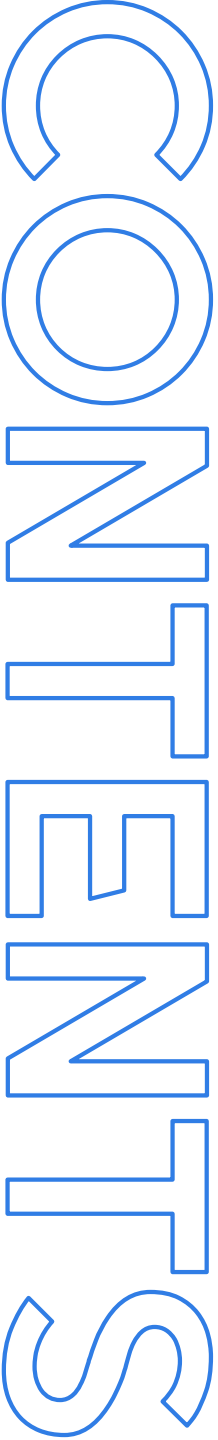
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## Corporate Profile

# 2012

In 2012  
the brand was founded

# 2019

It rose to prominence  
in the tea beverage market  
as a dark horse in 2019

# 2600<sup>+</sup>

Over 1,500 stores  
have joined us

Bing Chun Tea, a tea drink chain brand owned by Henan Liangdi Catering Management Co., Ltd., was established in 2012. Its flagship item is Fruits Jasmine Milk Tea. It has evolved over a number of years into a diversified enterprise that integrates industrial investment, chain operation, and brand management. The business always pays close attention to customer service, making each cup of tea with care, and creating each product using premium raw materials. It has committed itself to developing the "Bing Chun Tea" brand, offering one-stop services for entrepreneurs, and giving customers items that are worth their money with the help of its experienced management team.

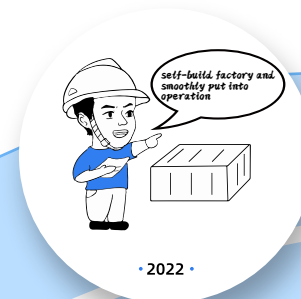
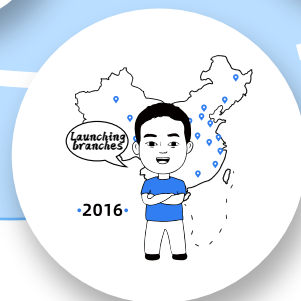
In 2019, thanks to the creative marketing strategy of 1 yuan for every additional cup of beverage consumed over the course of a year, Bing Chun Tea earned a solid reputation among franchisees and customers emerging as an unstoppable dark horse in the tea drinking sector. There were more than 1,500 stores across the country by December 2022, locating in Henan, Hebei, Shandong, Shanxi, Shaanxi, Anhui, Guizhou, Yunnan, Liaoning, Xinjiang, and

other provinces and cities. In order to serve its customers better, the company has set up 17 functional management departments in eight service centers, namely Product Development Center, Market Service Center, Brand Marketing Center, Investment Management Center, Engineering Service Center, Supply Chain Center, Comprehensive Management Center and General Manager Office. They will provide one-stop service for its chain stores.

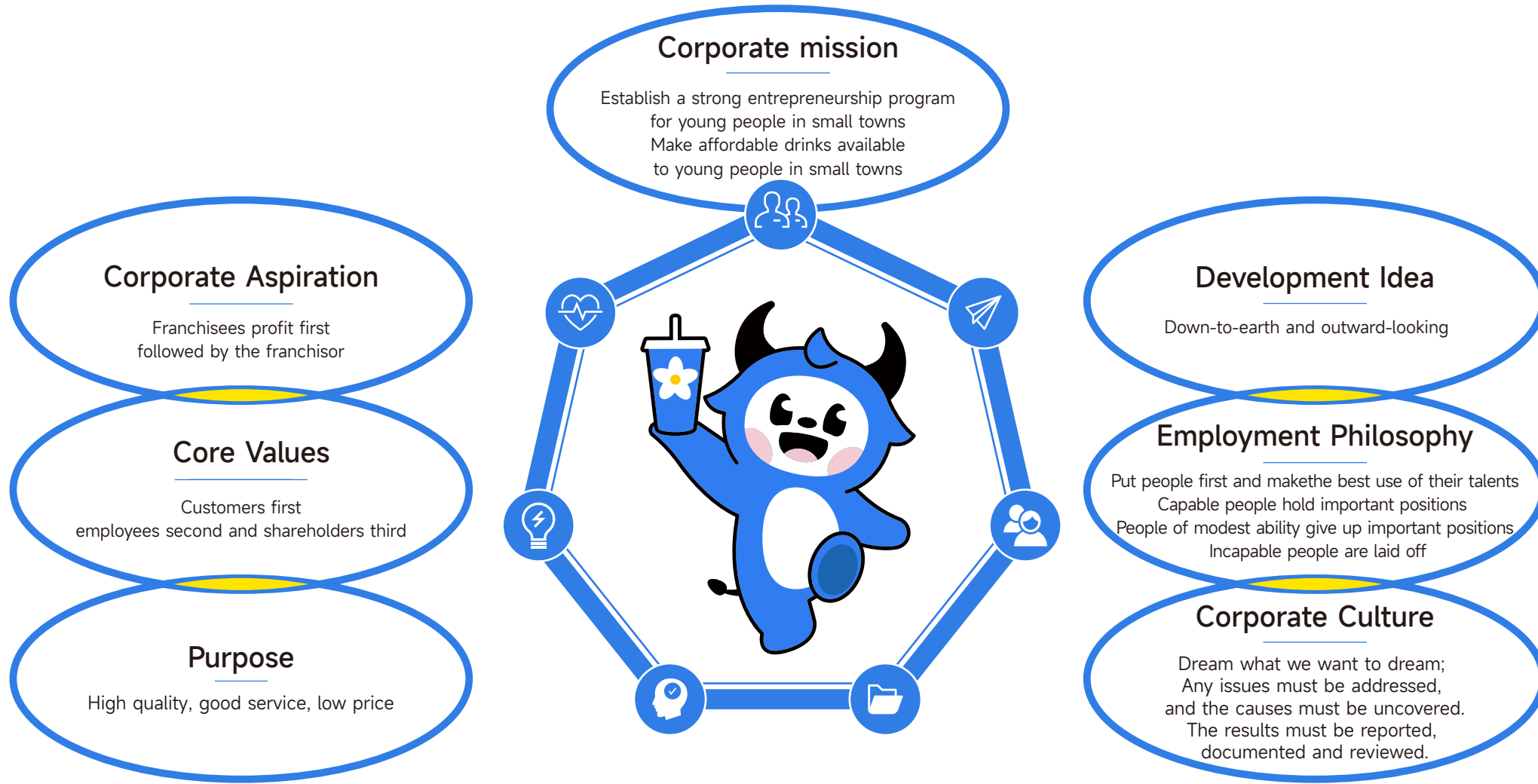
We have made it our mission to establish "Bing Chun Tea" as a "hot brand for young entrepreneurs in small towns" from the very beginning of our company. Given that it might be challenging for young people in small towns to launch a business and that they typically have less money, we create a venture capital investment strategy specifically for small investors to make it simple and worry-free for them to launch a business! Bing Chun Tea Bing Chun Tea keeps pace with times and walks together with entrepreneurs. Let you and I build a better tomorrow together with BING CHUN TEA.

# 创始人创业历程

FOUNDER'S ENTREPRENEURIAL JOURNEY







## Qualifications & Awards



Commercial franchise registration is an essential prerequisite for a chain franchise enterprise to show that it operates regularly, legally, and that its business model is established. Before engaging in franchise operating operations, all businesses must be registered with the Ministry of Commerce in order to receive the necessary qualifications. This certificate accurately represents the legitimacy and regularity of an organization.



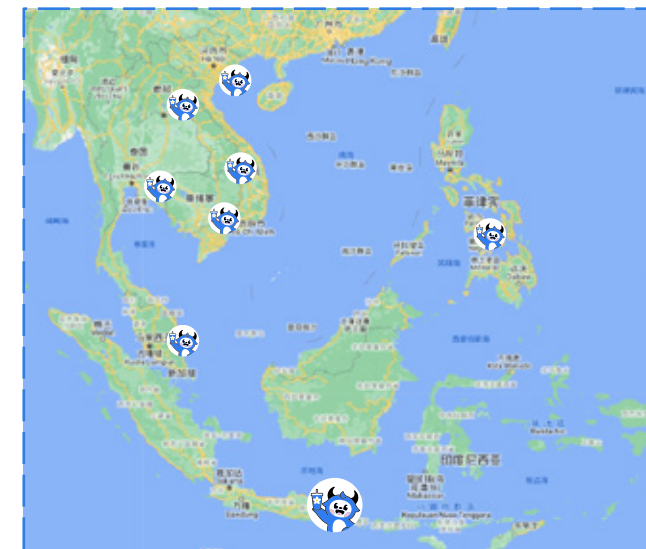
# BING CHUN TEA

## Distribution Area

“

BING CHUN TEA always sticks to the original intention. Up to October 2023, BING CHUN operates a network of **2600+** stores all over the world.

”



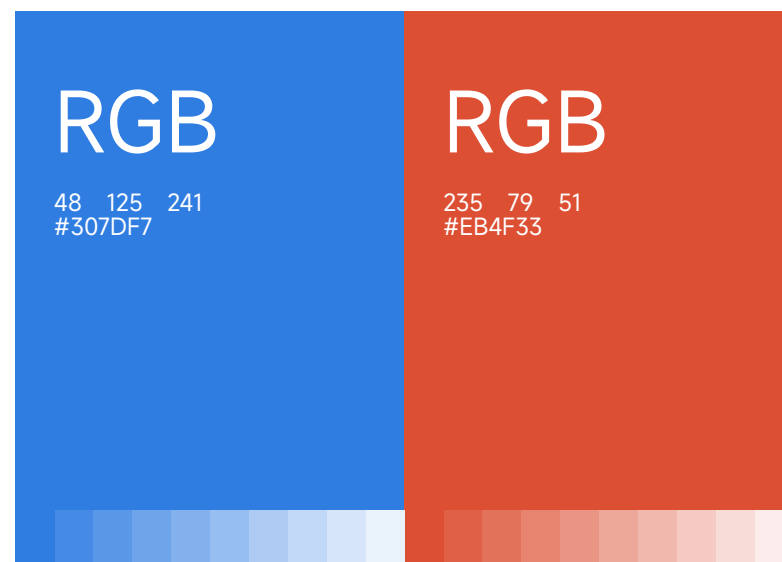
# Bing Chun Blue



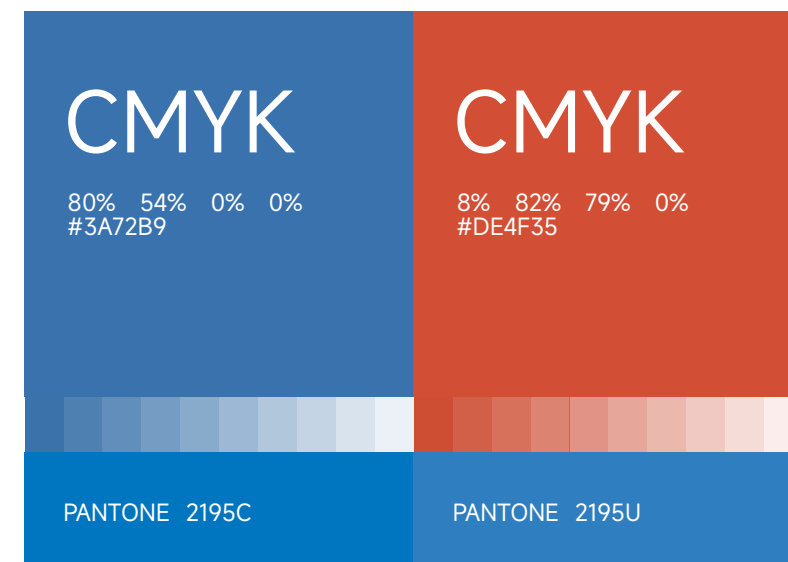
Blue is a symbol for dependability, accountability, and trustworthiness as well as for calmness and steadiness. Bing Chun Blue, with its primary color being the traditional aqua blue, stands for the brand's values of bravery, composure, wisdom, and never giving up. The color is the embodiment of the Bing Chun people's spirit of "pure people, superior service", as well as the brand image.



## SCREEN COLOR



## MATERIAL COLOR



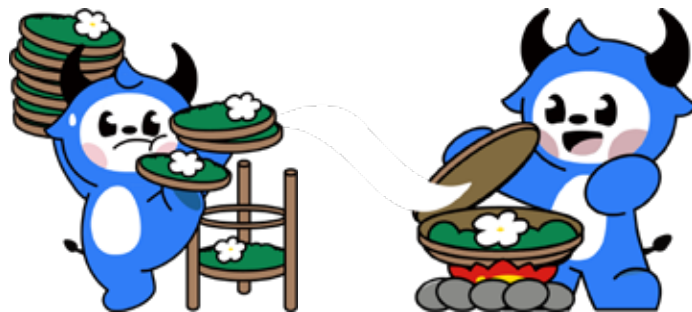
IP  
ELEMENT

02

## IP Image

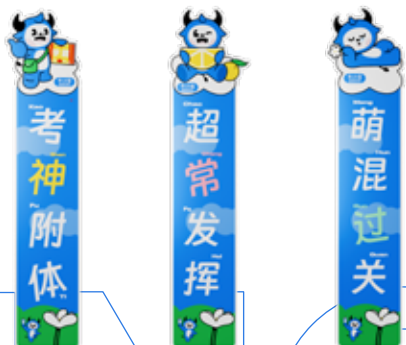
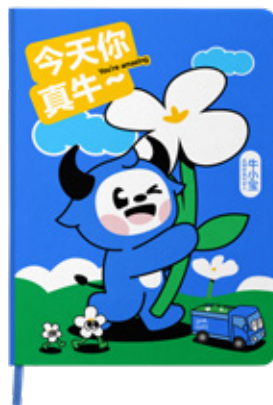
**Name:** Niu Xiaobao **Image Characteristics:** Honest , lovely, persistent and brave;

**Gender:** Male **Personality Characteristics:** Enthusiastic and committed to the tea drinking industry;  
loyal and considerate, reliable and trustworthy;





## Display of Peripherals



BING CHUN TEA

# PRODUCT DISPLAY 03

## Product Development Concept

“

The skilled R & D team at Bing Chun Tea continuously develops new products to suit consumer preferences through comprehensive market analysis and monitoring of product trends. Every new product has undergone extensive testing to make sure it tastes better and will sell well.

Good products is a kind of belief; Good technology is a kind of pursue; Developing a good product is a kind of super power.

”

 **BING CHUN**  
SINCE 2012 · ICE CREAM & TEA



# Display of Main Products



## Fruits Jasmine Milk Tea

It tastes better with fruits

Fruits Jasmine Milk Tea, Bing Chun Tea's flagship beverage, has been widely praised for its distinctive flavor that combines fruit tea with milk tea since its first introduction.



### Strawberry and Coconut Jasmine Milk Tea

Fresh strawberry jam  
with coconut granules  
creates a delicious combination!



### Mango Pudding Jasmine Milk Tea

The combination of homemade pudding  
and fresh mango creates a flavor  
that is both soft and delectable!





# Display of Star Products



## matcha ice cream

Savor the sweetness of the ice cream, hiding a gentle hint of matcha's freshness. Its texture is a delightful blend of silkiness and richness, making every bite smooth and enjoyable.



## strawberry sundae

Rich and creamy ice cream, generously drizzled with flavorful strawberry sauce. Opt for the larger size for an even more satisfying treat.



## Strawberry Coconut Jasmine Milk Tea

Blend of fresh, juicy strawberry jam paired with coconut Jelly, delivering an exceptional and delightful mouthfeel.



## Blueberry Fruit Tea

Sip and enjoy the delightful infusion of Blueberry Fruit Tea, where the succulent blueberry jam and coconut jelly come together to create a perfect balance of sweet and tart.



## Brown Sugar Boba Milk Tea

Uncover the richness of Brown Sugar Boba Milk Tea. Artisanal brown sugar slow-cooked for 90 minutes, creating a thick sweet and fragrant caramel. Paired with fresh made boba adding a delightful chew.



## matcha red bean sundae

Delight in the refreshing taste of matcha ice cream paired with the slow cooked red beans. Opt for the larger size for an even more satisfying treat.



## Strawberry Smoothies

Chill out with a refreshing strawberry smoothie, blending ice and fresh strawberries for a deliciously sweet and tangy treat.



# Display of Star Products

## classic coffee

rebuild classic, classic coffee return with great update, select high quality Robusta bean, baked at 200°C, grind into microgranular, mellow in every drop.



## coconut latte

coconut match coffee, full fruit flavor better tasty.



## lychee latte

lychee fruit flavor match coffee, fresh sweet tasty. top notes lychee aroma, middle notes milk flavor, base notes coffee flavor. three wonderful feeling in one-mouth taste.



# STORE IMAGE 04

## Store Image Concept

“

Young people are the primary consumers of milk tea drinks, the stores are always looking for fresh and improve decoration according to young people's hobby and trends, strength every unique design, give expression to theme style meanwhile keep delicate and simple, full of fashion and creative.

The existing stores of Bing Chun Tea are mainly distributed in schools, shopping street- sand malls. We will carry out personalized design for different types of stores according to local conditions.

”





## STORE IMAGE >>>



# STORE IMAGE

## Mini store, standard store

# DISPLAY





## STORE IMAGE >>>



# STORE IMAGE Image store DISPLAY



## STORE IMAGE >>>



FIRST CHOICE FOR ENTREPRENEURSHIP

# BING CHUN TEA

## BRAND BROCHURE



FIRST CHOICE FOR ENTREPRENEURSHIP

# BING CHUN TEA

## BRAND BROCHURE

A Hot Brand  
For Young People Starting Businesses  
In Small Towns



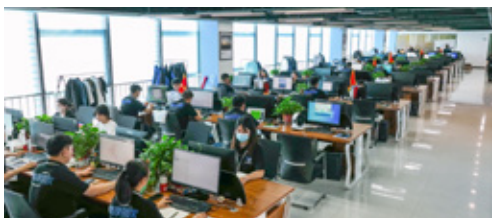
# STORE IMAGE DISPLAY

Flagship store





# TEAM PRESENTATION



# WORKPLACE DISPLAY

# BRAND STRENGTH 5



## BRAND STRENGTH >>>



WAREHOUSING  
LOGISTICS  
DISPLAY

PRODUCTION  
BASE  
DISPLAY





## Support in Nine Aspects



Whole life cycle support, perfect management and training system helps you build your own store. One-stop joint-support system, professional training system, mature management mode will ensure partners successfully copy brand operate and manage experience, start business and earning back soon.



### Location Selection Support

Our professional development team will visit the franchisees' target market and guide them to choose the store location.



### Brand Support

Perfect brand VIS system and decoration standard guidance service will be provided.



### Marketing Support

The design and planning team will provide franchisees with various effective marketing schemes and supervise their implementation.



### Training Support

The professional team of the headquarters provides on-site training support, which can be completed within 10 days.



### Operation Support

The regional supervisor will visit stores to find problems and assist the franchisee to solve them in a timely manner.



### R&D Support

The headquarters team will regularly develop new products based on the market demand to improve the store performance.



### Delivery Support

Fully equipped logistics distribution makes you order and management worry-free.



### After-sales support

Excellent after-sales team will help solve various daily problems in the store.



### On-line Support

Professional technicians from the headquarters will open up more marketing channels for you. In this way, you will own physical store and on-line store at the same time.

# Digital Operation

“ In China, intelligent operating equipment with core intellectual property rights has been put into use. Its in-put and use completely subvert the traditional operation, and have five core advantage: Firstly, Save manual-ity and cost, increase benefit, promote the efficiency of the store staffs. Seceondly,open stores efficiently, work easily, make high -efficiency drinks, improve the overall efficiency of store operation. Connect the POS system,make drinks accurately and efficiently. Thirdly, standardize the production process makes standard drinks, unified quality. Fourthly, intelligent operation can ensure food security. Fifthly, independent back-ground can monitor material and efficiency management in real time. Smart devices will also be widely put into use in the future market.

”



## BRAND ADVANTAGES >>>

# Personnel Training

### Appearance >

Good appearance will give consumers more confidence in our products. If we can't even meet the basic dress standards, customers will doubt the hygiene of our stores and it will be difficult for them to come and buy again next time. If we lose customers, we will lose turnover in the end.



### Courtesy >

Kind, friendly and polite expression can shorten the distance between the store and customers. All customers are God of the store. Stores cannot operate well without customers.



### Repair and Maintenance of Equipment >

Good maintenance of machinery and equipment can prolong their service life, thus making the equipment more stable, producing high-quality products, and continuously bringing benefits to stores. Single equipment damage may cause the store to sacrifice one or more days of turnover, which is not worth the loss.



### Implementation of Product Standards >

The production standards of all products are determined through numerous tests and consumer feedback. We should ensure that the drinks in all stores have the same quality and taste. Only good quality can bring more customers and more consumption.





## Seasonal Recommend



# Favorite Choice

A3

ไอศกรีมทุโชน

Mixed Original Matcha Ice Cream  
双拼冰淇淋

฿15



ชาสตอเบอร์รี่เลมอน  
Strawberry Lemon Tea  
莓莓柠檬茶

฿45

BRAND MASCOT  
Niu Xiaobao

ไอศกรีมชาดำ  
Ice Cream Black Tea  
冰淇淋红茶

A17

฿30



น้ำมะนาว  
Lemon Juice  
冰鲜柠檬水

B1

฿20



ชางุ่นมะพร้าว  
Coconut Jelly Grape Tea  
元气水晶葡萄

B8

฿40



ชาสตอเบอร์รี่มัลเบอร์รี่  
Strawberry Mulberry Tea  
桑葚草莓茶

B9

฿50



ลิ้นจี่ไอซ์ที้  
Lychee Ice Tea  
荔枝冰摇茉莉

B7

฿45



สตอเบอร์รี่ซันเดย์  
Strawberry Sundae  
草莓圣代

A5

฿40



ชานมมะลิสตอเบอร์รี่งุ่นมะพร้าว  
Strawberry Coconut Jasmine Milk Tea  
草莓椰果茉莉香奶茶

C6

฿45  
฿50



ชานมดั้งเดิม  
Original Milk Tea  
原味奶茶

C11

฿35  
฿40



## ประเภทไอศกรีม

## 冰淇淋系列



A1 ไอศกรีมโคน  
Original Ice Cream  
原味冰淇淋

฿15



A2 ไอศกรีมโคน  
Matcha Ice Cream  
抹茶冰淇淋

฿15



A17 ไอศกรีมชาดำ  
Ice Cream Black Tea  
冰淇淋红茶

฿30 M



A16 ไอศกรีมชาเขียว  
Ice Cream Green Tea  
冰淇淋绿茶

฿30 M



A15 มัลเบอร์รี่ซันเดย์  
Mulberry Sundae  
桑葚圣代

฿40 420



A6 บลูเบอร์รี่ซันเดย์  
Blueberry Sundae  
蓝莓圣代

฿40 420



A9 ช็อกโกแลตบิสกิตครีมบิสกิตซันเดย์  
Chocolate Biscuit Sundae  
巧克力饼干碎圣代

฿40 420



A18 ชาเขียวงุ่นมะพร้าวซันเดย์  
Matcha Coconut Jelly Sundae  
抹茶椰果圣代

฿40 420



A10 โอรีโอช็อกโกแลตซันเดย์  
Chocolate Oreo Sundae  
巧克力奥利奥圣代

฿45 420



A4 ไข่มุกบราวน์ซันเดย์  
Brown Sugar Bubble Sundae  
黑糖波霸圣代

฿40 420

## ชาผลไม้สด

## 鲜萃果茶



B2 ชาสตอเบอร์รี่เลมอน  
Strawberry Lemon Tea  
莓莓柠檬茶

฿45 L



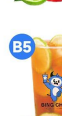
B3 ชามะลิ  
Jasmine Honey Tea  
茉莉蜜茶

฿20 L



B4 ชาเขียวเลมอน  
Lemon Green Tea  
柠檬绿茶

฿25 L



B5 ชาแดงเลมอน  
Lemon Black Tea  
柠檬红茶

฿25 L



B16 ชาหมักแก้วมัลเบอร์รี่  
Mulberry Fruit Tea  
桑葚晶球茶

฿45 M



B6 ชาบลูเบอร์รี่  
Blueberry Fruit Tea  
蓝莓果粒茶

฿40 M

## ชานมรสผลไม้

## 水果奶茶



C3 ชางุ่นมะพร้าว  
Coconut Milk Tea  
椰果奶茶

฿40 M  
฿45 L



C9 ชาลิ้นจี่มะลิ  
Lychee Jasmine Milk Tea  
荔枝茉莉奶茶

฿45 M  
฿50 L



C1 ชานมไข่มุก  
Boba Milk Tea  
珍珠奶茶

฿40 M

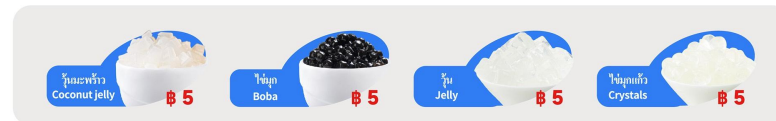
SUGAR LEVEL ระดับความหวาน



ICE LEVEL ระดับน้ำแข็ง



CUP TYPE ขนาดแก้ว



A HOT BRAND  
FOR YOUNG PEOPLE

BING CHUN TEA

BRAND  
BROCHURE



Hotline

080-008-9900

2024

