

Chinese tea chain Chagee uses Hong Kong to raise international brand image (with photos)

Invest Hong Kong (InvestHK) announced that the Chinese tea chain Chagee officially opened its first store in Hong Kong today (September 28), leveraging the city's status as an international financial centre and business hub to further enhance its brand awareness globally.

Associate Director-General of Investment Promotion Dr Jimmy Chiang welcomed the opening of Chagee in Hong Kong. He said, "The city has been a springboard for Mainland enterprises to go global. Together with its strategic location and international business environment, it makes an ideal place for Chagee to expand globally. I wish it every success in Hong Kong and beyond."

Located in an art shopping mall in Tsim Sha Tsui, the new store offers Chagee's original milk tea products with raw-leaf tea and fresh milk. One of its signature products is Jasmine green milk tea with accumulated sales exceeding 600 million cups worldwide. The Operation Director of Hong Kong and Macau, Mr Rex Ho, said the company will keep on celebrating friendships around the world through its Chinese tea in Hong Kong.

Mr Ho said, "The brand concept of Chagee is 'Modern Oriental Milk Tea'. We hope to promote and spread traditional Chinese tea culture to the world, provide premium tea drinks to consumers in the Asia-Pacific region, and raise brand awareness globally by establishing our presence in Hong Kong."

He added, "Hong Kong as an international financial centre and business hub has a diverse and international market with consumers from around the world. It helps us test and adapt our products to different cultural backgrounds and consumption habits, providing a solid foundation for our brand to expand globally."

Chagee opened its first store in Yunnan, the hometown of tea leaves, in 2017. Since then, it has expanded into Southeast Asia with stores in Malaysia, Singapore, Thailand and more. Currently, it has over 5 000 stores globally.

For more information about Chagee, please visit chagee.com.hk/zh-hk.

To get a copy of the photos, please visit www.flickr.com/photos/investhk/albums/72177720320625182.

