

AHUGINACUP AHUGFRESHESTTEA

ALL NATURAL GOLDEN CANE SUGAR TEATIME
SHALL WE FINEST FLAVOR



BEAU-TEA-FUL

KOKEE TEA Stands for



"KOKEE" is the first two syllables of the elephant in Korean. In many cultures, elephants have been loved for their strength, sociability, leadership, and loyalty. They love to play in the water and consume as much as 11 gallons of water in a day. They can also hold more than 2 gallons of water in their trunk!

"TEA" is our identity, energy, passion, and sociability. We believe KOKEE TEA will provide our customers with exuberant energy, positive social atmosphere, and excellent tea experience. We have full of passion to lead market trend and promise our loyalty to KOKEE TEA family.

MISSION

Our mission: To be social, to foster positive energy, and to spread happy wave - Starting with a cup of tea and building a fun café.

"Life is Beau·tea·ful"

OUR VALUES

Treat our operation partners like our own family.

KOKEE TEA always stands by you. We dream a future, lead you, and make you succeed.

Think and act as a leader of the industry.

KOKEE TEA sets very high standards. We do not compromise our standards. We lead market trend and create attractive concepts to appeal to our customers.

Be Creative & work smart

KOKEE TEA is creative. Our design is simple but powerful to attract people. We work smart to find a right target audience to boost your business.

Spread happy wave

KOKEE TEA fosters positive energy. Profitability is important for business. We start with a delicious cup of tea, build a fun café, reach far to our customers. We value to build a good business for our operation partners. In turn, you become happy.

LOCATIONS

VIRGINIA

SPRINGFIELD MALL
FAIRCITY
FAIROAKS MALL
POTOMAC MILLS MALL
CARYTOWN *
COLONIAL HEIGHTS *
MIDLOTHIAN *

GEORGIA

NORTHPOINT MALL SUGARLOAF MALL MALL OF GEORGIA

* STORE IN STORE CONCEPT

** COMING SOON

MARYLAND

ANNAPOLIS
ARUNDEL MILLS MALL
WHEATON MALL

ALABAMA

RIVERCHASE GALLERIA

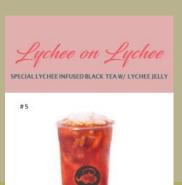
TEXAS

WOODLAND MALL
DEERBROOK MALL
LA CANTERA**
NORTHSTAR MALL**
PARKS MALL**
BAYBROOK MALL**
WILLOWBROOK MALL **
WILLBEND MALL **
HULEN MALL **
FIRST COLONY MALL **
KATY MILLS **
STONEBRIAR CENTRE **

FRANCHISE PROCESS

- 1. Franchisee Filing Initial franchise inquiry
- 2. Franchisee Consulting with Sales Representative
- 3. Franchisee Doing Due diligence
- 4. Franchisee Submitting application
- 5. Kokee Tea Reviewing & Approving Application
- 6. Kokee Tea Delivering Franchise Disclosure Document and Franchise Agreement
- 7. Franchisee Reviewing and Signing Franchise Disclosure Document and Franchise Agreement
- 8. Franchisee Teaming up with Kokee Tea to Search the best Café Location
- Franchisee Acquiring Lease at the approved café location
- 10. Franchisee Beginning Construction
- 11. Kokee Tea Training Franchisee
- 12. Franchisee Opening Café with Kokee Tea Support

Royalty fee (monthly) 5%
Initial franchise fee \$25,000











Roasted Tea Crema

HAND-CRAFTED DARK ROASTED OOLONG TEA W/HOME-MADE CREMA



Kokee Milk Tea

Hug In A Cw



Taro Milk

FRESH TARO MILK



Golden harvest



Matcha Milk



Virgin Mojito



KOKEE TEA

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