

Presotea Taiwanese bubble tea brand expands in Middle East

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Presotea's global presence is expanding steadily. It boasts an extensive franchise network of 18 stores throughout Australia, where it set up business outposts over the past few decades and Presotea is now the number one bubble tea brand in Perth.

"In the first and second quarters of 2023, Presotea welcomed its first Jordan and Dubai franchisees, and an agreement has been signed. It's expected to establish its stores in the Middle East in the third quarter," says Jackson, overseas department vice president at Presotea.

Presotea is renowned for its commitment to delivering high-quality ingredients, freshly brewed purity tea and endless-flavour beverages that delight the senses and elevate the tea-drinking experience.

Presotea was established in Taiwan in 2006, and it soon became one of the best-known bubble tea shops in Taiwan and around the world, with more than 400 franchises opening since its launch.

Presotea has also made inroads in the North American markets in recent years, with 67 stores throughout Canada, and is now the most popular bubble tea brand in Montreal, Toronto, British Columbia and Alberta Province. In 2019, Presotea opened its first store in the United States and despite the onslaught of the pandemic, it has successfully established 27 stores in succession, bringing its overseas shops to over 120 and that number is still growing, making Presotea the foremost bubble tea brand overseas hailed from Taiwan.