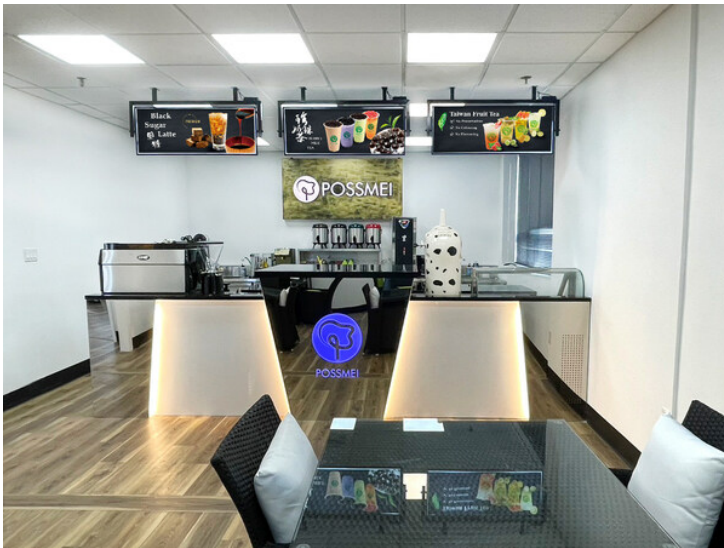


Possmei relaunches hands-on training programs for US bubble tea entrepreneurs

17 January 2024 | News

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Possmei, a renowned Taiwanese bubble tea brand, is relaunching its in-person educational programs for US beverage entrepreneurs in 2024 along with a comprehensive tour of major national trade shows.

Given the viral popularity of the refreshment, the US bubble tea market is projected to grow from \$464.29 million in 2023 to \$750.59 million by 2030, making it a key region for bubble tea brands such as Possmei to focus on. Given this expansion, the company has recently increased its footprint in the US and opened a New York branch in July 2023, adding to its existing offices in California and Texas.

In addition to boba products themselves, Possmei offers comprehensive consulting and training services for entrepreneurs interested in bubble tea to learn about the industry and how to thrive. Under this purview, Possmei will reestablish in-person services for US bubble tea brands starting in 2024 after a pandemic-related hiatus.

"Being together in person is the best way to share our passion for bubble tea and to inspire others to start their boba journey," commented Mei-Li Chen, CEO of Possmei. "These trainings are a core part of Possmei's mission, and we are thrilled to be back."