

Reborn Coffee announces strategic venture with China's Penglai Data Store

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Reborn Coffee, a leading speciality coffee retailer in the US, announced a strategic partnership and joint venture with a prominent China AI Database Company - Penglai Data Store (Shenzhen), led by CEO Alex Guo, which develops the high-performance AI database software - HetuKV optimising the AI learning and training process for businesses. This collaboration signifies the official launch of Reborn China, an innovative venture poised to transform the coffee industry in China by incorporating advanced AI technology into every new franchise in the region. Reborn China's new AI features will also be introduced in the United States, bringing cutting-edge advancements to the local need upon full integration satisfaction.

Reborn China will be responsible for managing the recently acquired master license agreement in Guangzhou and will also oversee all future master region licenses across China. This strategic partnership is aimed at centralising and streamlining all franchising and store development efforts using state-of-the-art AI solutions to enhance operational efficiency, product quality, and customer experience. Additionally, Reborn China will provide extensive ongoing training, robust supply chain and distribution networks, comprehensive franchise support, and customer services to ensure the success and growth of all franchise locations.

The newly established Reborn China will optimise franchise operations and integrate sophisticated AI features across all its stores.