

China's HEYTEA partners with Adyen to brew global expansion

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Adyen, the global payments platform of choice for many of the world's leading companies, today announced its partnership with HEYTEA, the originator of China's "new-style tea" and creator of the iconic cheese tea (cheese cloud foam).

With a footprint of over 4,300 outlets in 300 cities worldwide, the partnership is set to be a recipe for success with HEYTEA's ambitious global expansion, bringing its creative brews to customers across the United States, United Kingdom, Singapore, and Australia.

With its sights set on expanding into new markets, HEYTEA has chosen Adyen as its payment technology provider, utilising Adyen's unified commerce platform to enable the global tea chain to launch seamlessly into new overseas markets.

The integration with Adyen will also see HEYTEA unlock the benefit of its extensive global acquiring network, allowing faster, more reliable transactions in the preferred local payment methods -- including powering WeChat Pay directly via HEYTEA's app, promising a localised and more customer-friendly experience.

"Adyen's technology allows us to seamlessly deliver on our mission to deliver a modern tea experience to customers globally," says HEYTEA's official spokesperson. "Adyen's fast processing and support of a wide range of local payment methods, allow us to focus on delighting customers without worrying about payment complexities."