

Reborn Coffee and Eachome Shopping partner to expand coffee retail in China

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Reborn Coffee, a leader in the speciality coffee market, has partnered with Eachome Shopping, a major retail platform under Shenzhen Media Group, to expand its retail footprint across China.

The collaboration was formalised at a signing ceremony at the Guangdong Cultural Innovation Centre in Shenzhen. Key representatives included Jay Kim, CEO of Reborn Coffee; Dr Guo Zonglin, CEO of Reborn Greater China; Wu Jiayin, Assistant General Manager of Shenzhen Topway Video Communication; Chen Binglin, General Manager of Shenzhen Eachome Shopping Co., Ltd.; Jinny Jang, Franchise Coordinator of Reborn Coffee; Wang Zhengzhong and Du Jiayi, Operations Team of Reborn China; and Yang Jun, Assistant General Manager of Eachome Shopping Co., Ltd.

This partnership enables Reborn Coffee to scale its retail presence by integrating with Eachome Shopping's extensive online and offline platforms. Leveraging Eachome Shopping's robust media resources, Reborn Coffee aims to enhance brand visibility and engage a broader consumer base. The collaboration also paves the way for future online ventures, with aspirations to expand beyond China into the broader Southeast Asian market.