

Singapore's CHAGEE rebrands global bestseller to BOYA Jasmine Green Milk Tea

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In celebration of International Tea Day, CHAGEE has announced the renaming of its most iconic beverage to BOYA Jasmine Green Milk Tea, a title that pays homage to the drink's heritage, artistry, and sensory experience. More than a rebranding, BOYA represents a deeper connection to the values of craftsmanship, culture, and natural flavour.

With over 600 million cups sold annually, this jasmine-infused green milk tea is CHAGEE's flagship offering and a fan favourite across Asia and beyond. The new name, BOYA, is a tribute to the tea's refined production and the emotion it evokes in those who drink it.

"BOYA isn't just a name – it's a philosophy," a CHAGEE spokesperson shared. "It reflects our commitment to authenticity, traditional techniques, and delivering an experience that resonates beyond just taste."

While jasmine green tea is a staple in Southeast Asia, CHAGEE sets itself apart through a meticulous, centuries-old process that avoids shortcuts. Unlike mass-market teas that rely on artificial sprays or synthetic oils for aroma, BOYA is crafted using a multi-round scenting method. During peak bloom, fresh jasmine flowers are laid over green tea leaves each night, then removed by hand and replaced for several cycles. The result is a tea that captures not just fragrance, but the very essence of the flower – rich, subtle, and naturally complex.

The base of BOYA is a blend of two premium loose-leaf teas: Yunnan high-mountain green tea, revered for its depth and smooth character, and Fujian Da Bai Hao, which offers brightness and clarity. Every batch is carefully handpicked to the traditional standard of one bud and two leaves, ensuring peak flavour and integrity.