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Presotea Expands Global Tea Franchise with Technology-Led Brewing and Integrated Supply Chain

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Presotea, a Taiwan-founded tea beverage brand, is expanding its international franchise presence with a technology-led brewing model and an integrated supply chain designed to deliver consistent beverage quality across markets. Founded in 2006, the company has grown to more than 400 locations across Taiwan and international markets, combining Taiwanese tea traditions with modern beverage preparation techniques.

The company's growth and business performance have earned it recognition at the Asia Pacific Enterprise Awards 2026 Taiwan Chapter, organised by Enterprise Asia.

A key differentiator for Presotea is its espresso-style tea-brewing system, which prepares beverages to order using individual tea bags and a short, high-pressure extraction process. According to the company, this approach reduces reliance on bulk brewing while helping limit waste and oxidation, enabling stores to serve freshly extracted tea through a streamlined preparation process.

Presotea's beverage portfolio includes pure teas, milk teas, fruit teas and seasonal offerings. Its operations incorporate ingredient traceability, food-safety controls, water filtration and product testing to support quality and consistency across its franchise network.

The company attributes its international expansion to its integrated operating model, which combines tea sourcing, product development, standardised store operations and franchise support. Its franchise services cover site selection, store planning, equipment, employee training, menu development, marketing and ongoing operational guidance.

Presotea’s international journey began with its first overseas outlet in Perth, Australia. It has since expanded into markets including Canada, the United States, Malaysia, the United Kingdom, Singapore, Jordan and Dubai, using regional flagship stores and local franchise partnerships to introduce Taiwanese tea culture to diverse consumer markets.

Product innovation remains central to its strategy, with a dedicated research and development team developing new beverage concepts to respond to changing consumer preferences. The company also incorporates responsible sourcing practices, including Rainforest Alliance Certified teas in selected products.

As competition intensifies in the global speciality tea and beverage market, Presotea’s model highlights how brewing technology, supply-chain integration and standardised franchise operations can support international expansion while maintaining product consistency.