



KOKEE TEA

2018-2019



hug in a cup

IT'S LIKE
A HUG **IN A CUP**
FRESHEST TEA

ALL NATURAL
GOLDEN CANE SUGAR
TEA TIME
SHALL WE
FINEST FLAVOR

LIFE IS
BEAU-TEA-FUL



KOKEE TEA Stands for



“KOKEE” is the first two syllables of the elephant in Korean. In many cultures, elephants have been loved for their strength, sociability, leadership, and loyalty. They love to play in the water and consume as much as 11 gallons of water in a day. They can also hold more than 2 gallons of water in their trunk!

“TEA” is our identity, energy, passion, and sociability. We believe KOKEE TEA will provide our customers with exuberant energy, positive social atmosphere, and excellent tea experience. We have full of passion to lead market trend and promise our loyalty to KOKEE TEA family .

MISSION

Our mission: To be social, to foster positive energy, and to spread happy wave - Starting with a cup of tea and building a fun café.

**“Life is
Beau·tea·ful”**

OUR VALUES

Treat our operation partners like our own family.

KOKEE TEA always stands by you. We dream a future, lead you, and make you succeed.

Think and act as a leader of the industry.

KOKEE TEA sets very high standards. We do not compromise our standards. We lead market trend and create attractive concepts to appeal to our customers.

Be Creative & work smart

KOKEE TEA is creative. Our design is simple but powerful to attract people. We work smart to find a right target audience to boost your business.

Spread happy wave

KOKEE TEA fosters positive energy. Profitability is important for business. We start with a delicious cup of tea, build a fun café, reach far to our customers. We value to build a good business for our operation partners. In turn, you become happy.

LOCATIONS

VIRGINIA

CENTREVILLE
SPRINGFIELD MALL
FAIRCITY
FAIROAKS MALL
POTOMAC MILLS MALL
CARYTOWN *
COLONIAL HEIGHTS *
MIDLOTHIAN *

NEW JERSEY

JERSEY CITY

GEORGIA

NORTHPOINT MALL
SUGARLOAF MALL
MALL OF GEORGIA **

MARYLAND

ANNAPOLIS
ARUNDEL MILLS MALL
WHEATON MALL
ELLCOTT CITY **

TEXAS

HOUSTON **
DALLAS **

* STORE IN STORE CONCEPT

** COMING SOON



FRANCHISE PROCESS

1. Franchisee – Filing Initial franchise inquiry
2. Franchisee - Consulting with Sales Representative
3. Franchisee – Doing Due diligence
4. Franchisee - Submitting application
5. Kokee Tea - Reviewing & Approving Application
6. Kokee Tea – Delivering Franchise Disclosure Document and Franchise Agreement
7. Franchisee - Reviewing and Signing Franchise Disclosure Document and Franchise Agreement
8. Franchisee - Teaming up with Kokee Tea to Search the best Café Location
9. Franchisee - Acquiring Lease at the approved café location
10. Franchisee – Beginning Construction
11. Kokee Tea – Training Franchisee
12. Franchisee – Opening Café with Kokee Tea Support

Royalty fee (monthly)	5%
Initial franchise fee	\$25,000

Lychee on Lychee

SPECIAL LYCHEE INFUSED BLACK TEA W/ LYCHEE JELLY

#5



Thirsty Joe

PREMIUM LYCHEE GREEN TEA
W/FRESH CUCUMBER & KIWI JUICE

#7



Classic Thai Tea

OVER-NIGHT BREWED REAL THAI TEA
W/ORGANIC CREAM

#4



Roasted Tea Crema

HAND-CRAFTED DARK ROASTED OOLONG TEA
W/HOME-MADE CREMA

#6



Kokee Milk Tea

HAND CRAFTED PREMIUM BLACK TEA TOPPED
W/ ORGANIC CREAM

#1



Taro Milk

FRESH TARO MILK

#10



Golden harvest

HAND CRAFTED HONEY OOLONG TEA TOPPED
W/HOME MADE CREAM

#8



Matcha Milk

PREMIUM MATCHA GREEN TEA W/FRESH MILK

#9



Virgin Mojito

HAND CRAFTED JASMINE GREEN TEA
W/KEY LIME & FRESH MINT

#3



KOKEE TEA

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