



INTERNATIONAL FRANCHISE GUIDE

2025

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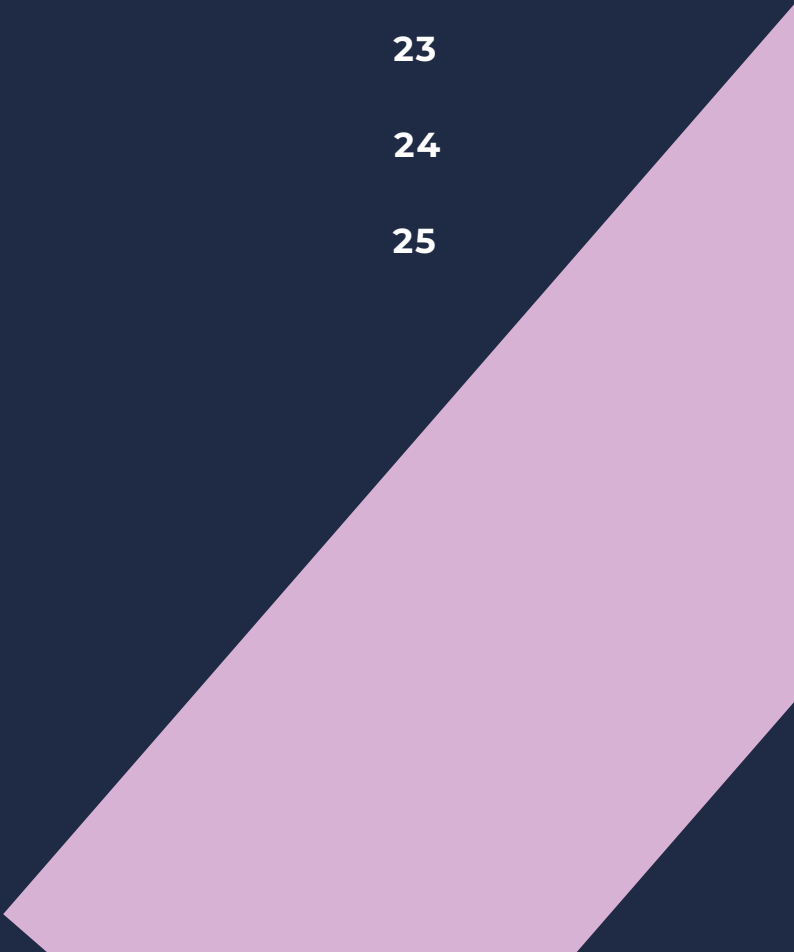
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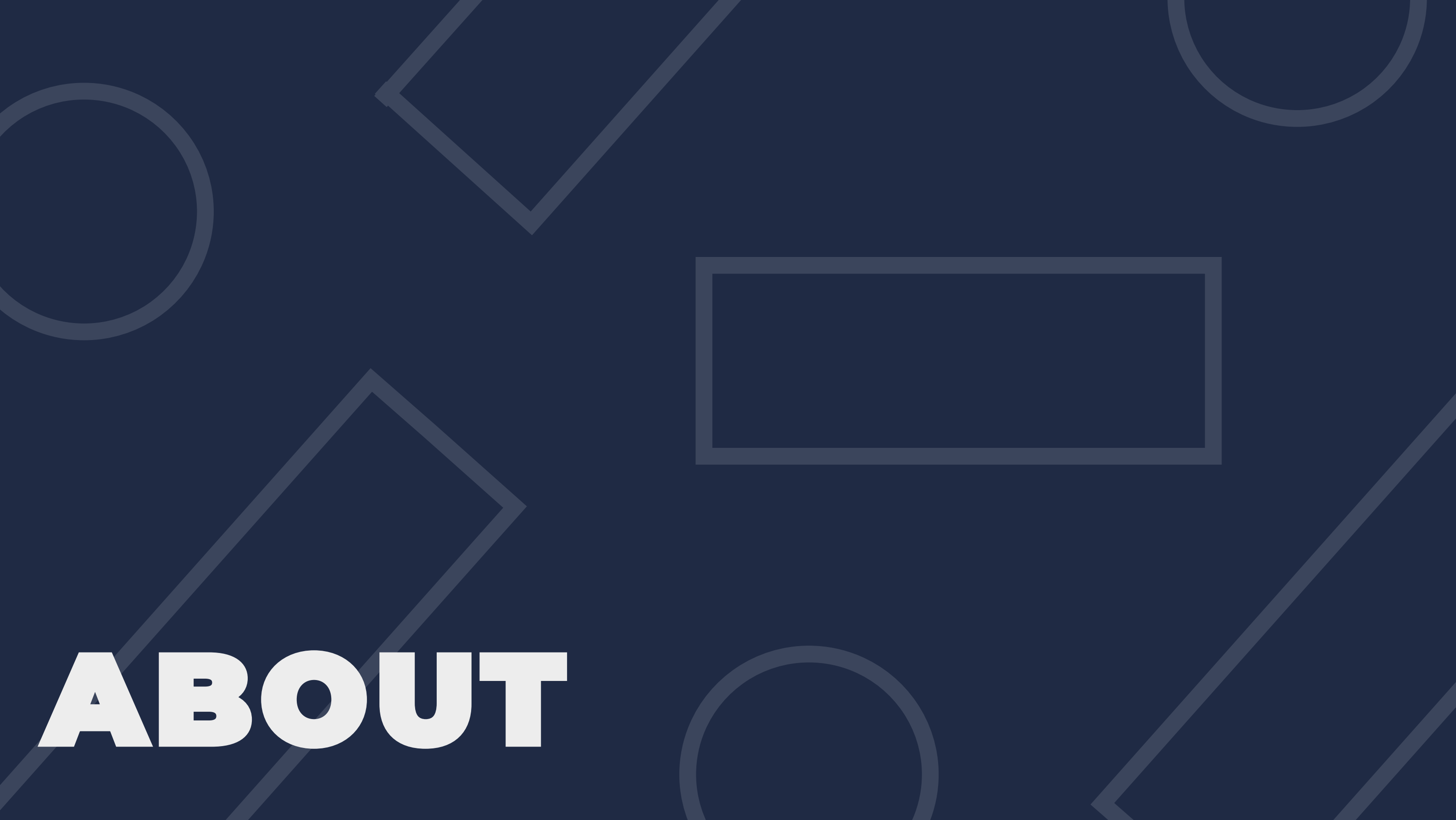
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CÚP P



ABOUT

BUBBLE TEA?



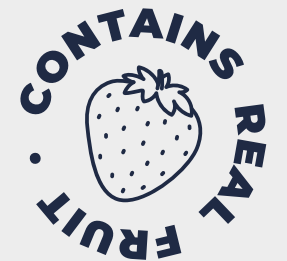
There is a common misconception where people think the term ‘bubble tea’ come from the chewy balls in the bottom of the drink. Bubble Tea (also known as Boba Tea) is a term given to a wide variety of fruity and milk infused teas consisting of tea, milk and chewy tapioca pearls or other toppings that are shaken together and form a bubble foam on top of the drink! Bubble tea can be served iced or hot meaning it is enjoyed all year round.

The origins of bubble tea derived from Taiwan in the 1980’s and have become increasing popular across the World. The ‘drink that you chew’ will be a staple in the Food & Beverage industry.

OUR STORY

CUPP was born in Bristol in 2012 after founder Lee Peacock returned from living in Taiwan for three years. After falling in love with the country, food, people, and the national drink, he thought what better way to bring an integral part of his life back to the UK. CUPP was initially launched from a small converted Citroën H van in Bristol, serving premium boba tea to the local communities and festivals alike. Since then, CUPP has expanded across the UK and Northern Ireland with over 40 stores and growing.

CUPP pride themselves on refining boba tea as we know it, gaining them a cult following and glowing reputation with boba tea customers old and new. Using premium milk, fresh fruit purée, house made brown sugar syrups and high-quality loose leaf tea, CUPP have firmly put their stamp on the UK boba market with their exciting, accessible, and innovative menu.







MENU

BOBA TEA



COSMIC BLENDS

Layers of blended fruit pureé slush tea, fresh milk and butterfly pea tea create our show-stopping cosmic blends.



TRIPLE FRUIT BLENDS

Triple fruit blends combine layers of blended fruit pureé slush tea and fruit pieces.



MATCHA PREMIUMS

Our signature premium matcha layered with luxury fruit, flavours and Cloudcakes™.



CLOUDCAKE™

CUPP's bespoke Cloudcake™ adds a layer of luxury to your boba. Light, cheesecake style topping with a layer of biscuit crumbs.



LEMONADES

Fresh citrusy lemon blended with fruits, green tea and a touch of sparkle.



MILK TEAS



BROWN SUGAR TEAS



MATCHA BOBAS



FRUIT TEAS



COFFEE BOBA



FOOD MENU



RICE BOWLS



SANDOS



ASIAN STREET FOOD



LOTUS CARAMEL CRUMBLE



BROWN SUGAR BOBA

TAIWANESE FRENCH TOAST

**MENU CAN BE
ADAPTED TO
LOCAL MARKET**





STORE DESIGNS

MALL KIOSK



MALL KIOSK



STORES



STORES



SHIPPING CONTAINER







FRANCHISE PACKAGE



FEEES

- FRANCHISE FEE PER STORE - USD\$35,000
- MONTHLY MANAGEMENT FEE - 6%
- MONTHLY MARKETING FEE - 2%
- STORE LAUNCH MARKETING FEE - USD\$10,000

REGIONAL
AND
MASTER FRANCHISEES
AGREEMENTS
AVAILABLE

WHY CHOOSE CUPP?

**SUPPORT FROM A
DEDICATED TEAM OF
BOBA TEA EXPERTS**

**GROSS
PROFIT
76%***

**40+
STORES
IN THE
UK**

**SIMPLE OPERATIONS
+ EASY TEAM TRAINING**



WHY CHOOSE CUPP?

- One of the fastest growing drink trends for the last decade
- CUPP is a premium and fresh looking brand
- South East Asian inspired food
- 13 years of research and development
- We appeal to wide ranging demographic and age group.



*based on UK franchise model

WHY CUPP?



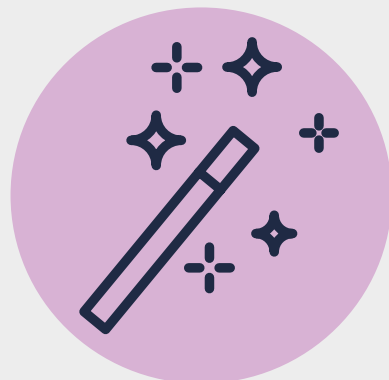
SET UP FOR SUCCESS

We've got a proven track record of making spaces work. Big or small, CUPP is ready to roll.



GREAT RETURN ON INVESTMENT

With a GP% of 76% and low labour, you'll have a speedy ROI on this simple, efficient operation.



MARKETING MAGIC

Our campaigns don't just follow trends—they set them. From creative ideas to flawless execution, we've got your back.



A TRUSTED PARTNER

The UK's biggest brands have trusted us to deliver authentic bubble tea experiences time and time again.

Some of the brands we're proud to have partnered with...

**MINOR
FIGURES**



CHILLY'S

**little
moons**
MOCHI ICE CREAM



MYPROTEIN



MOOMIN

SUPPLY - SORTED.



At CUPP, we're more than just a bubble tea brand—we're the backbone of our stores' success! Supplying over 80% of the products our stores need, we make it easy to build a thriving bubble tea business.

Our secret? We go straight to the source—importing the best-of-the-best ingredients directly from Taiwan, the bubble tea homeland. This ensures unbeatable quality and prices.

We work closely with our suppliers in developing new and unique flavours just for CUPP!

READY MADE ORDERING PROCESS



EFFICIENT STOCK HANDLING



TRACEABLE PRODUCTS



QUALITY INGREDIENTS



**WE SHIP
WORLDWIDE**

MEET OUR TEAM



Lee Peacock
Founder of CUPP



Angharad Jackson
Brand Director



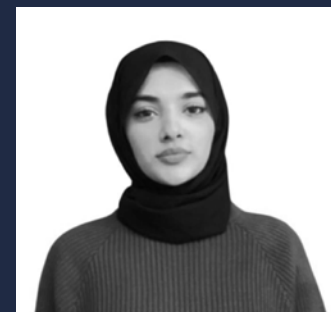
Rafay Raheel
Head of Franchise - Middle East



Paul Tanner
Managing Director

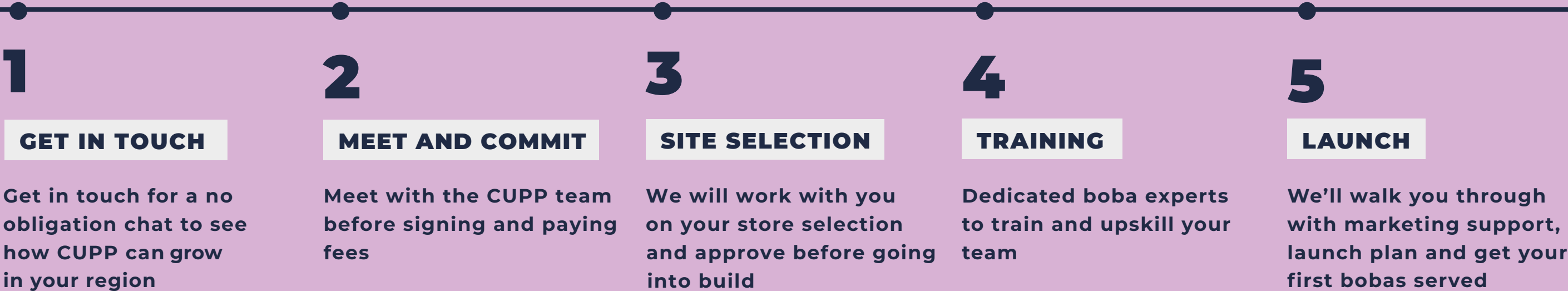


Mitch Church
Brand Development



Soha Yousuf
Franchise Recruiter (MENA)

THE JOURNEY



FROM CONTRACT TO SERVING BOBA TEA IN AS LITTLE AS

4 MONTHS

franchising@cuppbubbletea.co.uk

www.cuppbubbletea.co.uk

THANK YOU

CUPP