



PRESENTATION

PRESENTATION OF BUBBLEMANIA® COMPANY



COMPANY HISTORY

BUBBLEMANIA® - is a successful brand rapidly developing on the territory of Russia, Kazakhstan, Georgia & Europe.

The first BUBBLEMANIA® tea station was opened in 2012 in Saint-Petersburg. The cost of it was paid back within three months that showed effectiveness of designed concept and prospects of the future development. Company founder Anton Singariev decided to expand the chain in two ways:

- opening of own tea stations;
- franchising development.

Now both of these initiatives are successfully realized. Citizens of Russia, Kazakhstan, Georgia, Czech Republic and Slovakia appreciate great variety of BUBBLE TEA tastes and return to our tea spots over and over again.



WHAT IS BUBBLE TEA?

BUBBLE TEA is a drink came from Asia. There is a legend that BUBBLE TEA was invented on Taiwan Island by Master Chang who offered his customers a drink with tapioca. This original tea cocktail quickly became very popular.

It was no surprise as BUBBLE TEA is fresh tea drink made of green, black or another tea with milk, yogurt or frappe. Wide variety of different toppings and fruit syrups develops unique taste sensations.

In the late 80s BUBBLE TEA spread all over Asia, and then stepped over the Atlantic acquiring status of the cult drink in Australia and America.

Nearly 20 years later the first European tea branch was opened in Berlin. The drink immediately became popular in Western Europe, including large cities of Paris, Amsterdam, Vienna, Warsaw and others. In 2012 the first BUBBLEMANIA® tea station was opened in Saint-Petersburg, and thus BUBBLE TEA appeared in Russia.



BUBBLEMANIA® TEA STATION

BUBBLEMANIA® tea station is a small cozy café where anyone can relax on the comfortable sofas, read a book and drink favorite BUBBLE TEA.

But more important, it is a life style! We constantly organize theme events, competitions and parties for our guests, arrange contests and lotteries.

In our tea branches forms a club of regular customers. Old friends, couples, classmates and students meet here as well as parents with children. All of our guests feel positive atmosphere of happiness and return again and again.



FRANCHISING SYSTEM

Launching your own business can be wasteful and risky. Certainly, risk can be worth it, and projects can repay a hundredfold after and actively develop. But what should you do if risk is not an option? Effective way to try your hand in business and get valuable knowledge is franchising.

Franchise is a definite set of options sold by parent organization – franchise owner or franchiser – to those who want to start its own business under brand of the organization and advance it on behalf of franchiser and according to its standards.

It is very important: only successful company that gained the trust of customers by its own business, proved effectiveness of the business model, worked through all necessary business processes and has experience on the market, can sell a franchise. One of them is BUBBLEMANIA®!

Now BUBBLEMANIA® franchising program includes 15 shops in Russia, 2 in Kazakhstan, 1 in Georgia, 13 in Czech Republic and 1 in Slovakia. And franchisees are already payed back, and open new tea stations in addition to the existing.



BUBBLEMANIA® FRAHCHISE ADVANTAGES

- Use of BUBBLEMANIA trademark for 5 years.
- Direct shipping from Taiwan to your country.
- We compose your 20 or 40 foot container .
- Wide target audience.
- Royalty only 6%.
- Low costs of a bubble tea - up to 400% surcharge!
- Maximum profit on the space from 10m².
- Short launching period – from 1-3 month.
- The greatest taste palette of BUBBLE TEA in the whole world.
- BUBBLEMANIA® using all fresh tea ingredients manufactured on Taiwan.
- Exclusive Asian recipes.
- Full automation of all working processes.
- Fully certificated (CE) products.
- Type of tea station on Your choice.
- Professionalism and experience of chain successful development.



BUBBLEMANIA® FRAHCHISE ADVANTAGES [CONTINUATION]

- Internet promotion and page of tea point on the website www.bubblemania.ru and soon on our American website www.bubblemania.us.
- Training for owner and manager of tea station.
- Visit of specialist for staff training.
- Ideal equipment set for the opening.
- Guidance during opening and working process.
- All documents and guidelines included.
- Marketing solutions in your language.
- Company working standards - over 80 sites of important materials!
- BUBBLEMANIA® brandbook.



FEEDBACK FROM PARTNERS

«One day I have heard about a drink with bursting balls. I was wondering in it because we haven't got something like this in our city. I started to read information in Internet. It has become clear that BUBBLEMANIA® is the leader on Russian market in this segment. In our next trip to Saint Petersburg I visited two BUBBLEMANIA® tea station. After trying the cocktail I'd liked to open my own tea station in our city. The conditions of purpose and work of franchise of this company turned out to be very acceptable and had been decided to buy it.»

Dmitry Zalyazhnyh, Arkhangelsk

«Training was in short time which was based on number of objective reasons. Despite this, staff provided enough knowledge and practical skills about mixing cocktails, communication with clients and promoting product. Training was easy and understandable, because of this all information was remembered very good and in the end of the training there was no more questions.»

Denis Kulikov, Irkutsk

«Franchisors' work is on a high level. We see that they develop and grow up which is a good sign. We can always be sure that we will get fast answers to our questions. We have fulltime support and mentors but on the other hand, we feel free because of loyal terms and good partnership conditions. With each coming week brand BUBBLEMANIA® become more and more popular. The growth of popularity depends on how we do present our product on competition market. You can be sure that BUBBLEMANIA® is №1 in its product sector.»

Александр и Ксения Запускаловы, г. Казань



BUBBLEMANIA® FORMATS

BUBBLEMANIA® Island - small point located in a shopping mall or entertainment center in a crowded area. Customers usually get their BUBBLE TEA to go.

BUBBLEMANIA® Street - comfortable tea station with shop windows located on the 1st floor of a building on one of main streets. Customers can have a cup of BUBBLE TEA here or to go.

BUBBLEMANIA® ISLAND

LOCATION

Big shopping or entertainment center situated near the Metro station or stops of public transport with traffic of 700-1000 people/hour in average (depending on city's population).

It is recommended to put BUBBLEMANIA® tea outlet in a food court or near it, and also in a cinema area. In this case people will be able to sit down comfortably or take their drinks away.

MAIN CHARACTERISTICS

- 10m² area.
- Water facilities or possibility to install it, sink.
- Power supply capacity – 7-15kW.
- Recommended rental rate – to 200 USD/m². Long-term contract.
- 4G Internet (100Mbps).



BUBBLEMANIA® STREET

LOCATION

Central part of the city, main street, high people traffic, 1st floor of the building, show cases, separate entrance. Distance from Metro station or public transport stops not more than 300 meters (5 min walking). Neighborhood of world famous fast food restaurants (McDonald's, KFC, SUBWAY etc.) will be an advantage. BUBBLEMANIA® Street format intends drinking cocktails inside or take away.

MAIN CHARACTERISTICS

- 30-40m² area.
- Separate entrance, show cases, outside signboard – necessarily!
- Water facilities or possibility to install it, sink.
- Power supply capacity – 10-15kW.
- Recommended rental rate – to 100 USD/m². Long-term contract (not less than 3 years).
- 4G Internet (100Mbps).



TYPICAL DESIGN-PROJECT

BUBBLEMANIA® partners receive develop model design project, as well as an individual layout of the working area. The proposed projects are updated annually, allowing our partners to arrange a tea station in accordance with the current trends in interior design.

In 2015 BUBBLEMANIA® has updated the brand due to expansion of geographical coverage, as well as changes in the marketing policy of the company. The new draft of the tea station is fully corresponds to the status of the company, which appeared on the international market.

The fourth generation of the tea stations BUBBLEMANIA® traditionally combines functionality and familiar brand-name items. In addition, the project includes a new décor in the popular eco-style. In finishing points are used natural materials that are at a relatively low cost, to create a modern and attractive image of the tea plant.

* FULL VERSION OF DESIGN PROJECT –
AT 3 APPLICATIONS
AT THE END OF THE PRESENTATION



QUALITY ASSURANCE

BUBBLEMANIA® offers its clients non-alcohol cocktails made of clean and fresh products: each ingredient for BUBBLE TEA passes strict quality control on every production stage. That is why our BUBBLE TEA is so good, and BUBBLEMANIA® is one of the most recognizable brands on world market!

TEA

Assam Black Tea and Jasmine Green Tea are grown specially for BUBBLEMANIA® on the lots of tea plantations in Nantou County in Taiwan.

Tea plucking is conducted under close watch, only green propagules with 2-3 leaves and a bud are picked. These shoot apex are called «flush», and due to them bubble tea cocktails have this unforgettable scent of the real tea!

SYRUPS

BUBBLEMANIA® Fruit Syrups are exclusive product made on Taiwan island FOR THE Russian market. Not less than 25% of the total amount of syrup is fruit juice, and some of it contains pulp (bits of strawberry, kiwi, bilberry etc.). We have the widest range of syrups for BUBBLE TEA on the market – we offer 20 flavors.

POWDER BLENDS

Powder blends are the basic ingredient for milk BUBBLE TEA. Special Creamer mix is hypoallergenic cream used for preparing milk BUBBLE TEA with flavor powder (like taro, coconut, almond etc.).

BUBBLEMANIA® is the only Russian company offering Shake Powder – sort of cream used in milk BUBBLE TEA with fruit syrup. All products including powder blends for BUBBLE TEA are produced in Taiwan under strict control, exclusively for BUBBLEMANIA®. In total BUBBLEMANIA® offers 12 types of the fruit powder blends and 2 mixes as cocktails basis. Drink only original BUBBLE TEA!



TOPPINGS

Popping Boba and Tapioca are natural and innovative toppings produced in the BUBBLE TEA homeland – The island of Taiwan. The first one is popping bubbles made of agar-agar seaweed and consisting fresh fruit juice. Tapioca, so called Taiwan black pearl, is manioc flour pressed into small bubbles.

In BUBBLEMANIA® tapioca is made with brown sugar by original Taiwan recipe, and it has incomparable taste! The first BUBBLE TEA was tapioca-flavored. In addition, as a topping BUBBLEMANIA® offers jelly with fruit bits: coconut-pineapple, tropic mix (coconut-orange-mango), mango, grape, strawberry, apple and fresh aloe. Summing up all ingredients for BUBBLE TEA you can taste nearly 1500 different drinks in our chain!

TOOLS

In BUBBLEMANIA® we use only certificated bar equipment required for preparing high-quality BUBBLE TEA cocktails.

EQUIPMENT

Equipment served for making BUBBLE TEA is one of the key points in the work of BUBBLE MANIA, as it speeds up the cooking process of your favorite drink and makes it as convenient and qualitative as possible. All BUBBLEMANIA® equipment is licensed and certificated (CE). We always follow the innovations and keep up with the times!

BUBBLEMANIA

500ml | 1.000ml

0-50% 50% 100%

BIJIC

DOHORA

MAI

MORO

KOPI

DUSA

MEFIE

3. TOPIRAN

1.000ml + 2.000ml

4. SPARTAN

4. SPARTAN



APPLICATION 1. DESIGN-PROJECT / ISLAND



APPLICATION 1. DESIGN-PROJECT / ISLAND



APPLICATION 1. DESIGN-PROJECT / ISLAND

CONTACTS

Saint-petersburg,
11 malaya morskaya str.,
business center "Shreter's House", 509 office

Franchising department
+7 (812) 456-08-98
e-mail: help@bubblemania.ru
www.bubblemania.ru

[www.bubblemania.us - under construction]

**WE LOOK FORWARD
TO WORKING WITH YOU!**