

HEYTEA Elevates the Global Tea Culture with Innovative Flavors and Premium Ingredients



Los Angeles, California Sep 4, 2024 ([Issuewire.com](https://www.issuewire.com)) - HEYTEA – Los Angeles' Must-Visit Renowned New Style Milk Tea Shop The story of HEYTEA began in 2012, in a humble 30-square-meter tea shop in a riverside alley. Neo, the 19-year-old founder, was dissatisfied with the widespread use of cheap ingredients like tea powders and non-dairy creamers, so he innovated in his kitchen to create the first cheese tea—a unique blend of cheese foam and fresh tea. This creation used high-

quality cheese foam made from real milk, perfectly complementing the strong tea flavors and catering to the tastes of trendy youth. Inspired by the aroma of tea in the alley, HEYTEA aims to revitalize the ancient tea culture with natural elements and modern inspiration. From these humble beginnings, HEYTEA has now expanded to the West Coast and boasts over 4,000 stores worldwide, maintaining a steadfast commitment to quality. By actively disclosing product recipes and using high-quality ingredients, HEYTEA ensures transparency and strives to deliver the best tea beverage experience to its customers. In the United States, HEYTEA uses organic milk and only real ingredients, without any artificial creamers or flavors, to provide higher quality and more naturally tasting milk tea. They also offer free upgrades to zero-calorie sugar substitutes, exclusively developed by HEYTEA, providing consumers with a lighter option without compromising on taste. This makes HEYTEA a pioneer in offering healthier choices in the American market. Their innovative and surprising flavor combinations ensure that customers can't find HEYTEA drinks in any other bubble tea shop. Since its establishment in 2012, the company has continuously redefined the concept of tea and its consumption, striving to create memorable tea experiences for customers, allowing them to enjoy tea in a fashionable way. On July 26, 2024, HEYTEA opened its first West Coast store at 479D Rodeo Drive in Beverly Hills, Los Angeles. Beverly Hills, known for its iconic luxury and trendsetting culture, provides the perfect backdrop for HEYTEA's commitment to offering a unique modern tea experience. The Beverly Hills store offers an immersive California-themed experience, capturing the essence of Los Angeles through unique flavors and themed packaging. They also introduced a Beverly Hills exclusive drink—California Sunset, a refreshing smoothie made with HEYTEA's signature Aqua Green Jasmine Tea and California's favorite Sunkist Orange. Customers can also get exclusive Los Angeles-themed limited-edition merchandise, including a fridge magnet, cup sleeve, and tote bag featuring an angel enjoying HEYTEA tea. HEYTEA has also placed a large billboard near the iconic Beverly Hills location, officially announcing its presence in this vibrant city. HEYTEA is preparing to open more stores on the West Coast. HEYTEA has always been strict in using real and high quality ingredients in its products, laying a solid foundation for healthy tea beverages. As the first tea chain brand in China to release the recipe and ingredients to the public, HEYTEA gave consumers the right to know what they drink. Moreover, in March 2024, HEYTEA invited renowned fitness blogger Pamela Reif to serve as its healthy lifestyle advocate, recommending a variety of low-calorie tea drinks that have received great recognition among fitness lifestyle consumers. These selected light and healthy tea drinks were reviewed and tasted by Pamela in person, during which over 100 third-party testing reports were provided to show multiple nutrition indices, including values for calories, protein content, carbohydrates, fats, etc. In the Beverly store, five series of choices were offered on the menu, including "In Season," "Cheesy Fruit Tea", "Fruit Tea," "Milk Tea," "Pure Tea," Classic and popular HEYTEA drinks were included in the menu, such as "Coconut Mango Boom," "Supreme Brown Sugar Bobo Milk (Original)," "Cheese Grape Boom (Original)," "Cheese Green Tea (Original)," among others. Each drink provides a unique flavor and tea-drinking experience that you won't find anywhere else. During the grand opening event, basketball superstar Paul George attended as a friend of HEYTEA. He visited the Beverly Hills store during a special preview event. During the event, Paul participated in a fun tea-making experience, answered some interesting questions, and personally learned about the real ingredients and techniques used to create HEYTEA's signature drinks. On the grand opening day, many people lined up early to be among the first to enjoy HEYTEA's unique beverages. The atmosphere was filled with excitement, with customers actively participating in social media activities and exclusive in-store promotions, seizing the opportunity to win unique Los Angeles-themed prizes and free drink vouchers. The event became a lively celebration of HEYTEA's arrival on the West Coast. "The drinks tasted amazing - they're refreshing, unique, and healthy. Thank you for inviting me to be part of this event. HEYTEA has become my go-to spot for tea in LA." said Paul George. The Beverly Hills store will allow more local customers the opportunity to taste HEYTEA's innovative tea drinks and unique brand experience. Future growth plans indicate that HEYTEA is committed to redefining traditional tea culture, promising an exciting future.

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