

CupSpoon™: Nationwide Recruitment Now Open for Home-Based Wellness Franchisees

CupSpoon™, Singapore's innovative hyperlocal wellness beverage brand, proudly announces the launch of its nationwide crew recruitment drive, inviting everyday residents to join its purpose-driven franchise model.



Singapore, Singapore Aug 14, 2025 ([IssueWire.com](https://www.issuewire.com)) - [CupSpoon™](https://www.cupspoon.com), Singapore's innovative hyperlocal wellness beverage brand, proudly announces the launch of its nationwide crew recruitment drive, inviting everyday residents to join its purpose-driven franchise model. This initiative offers Singaporeans the opportunity to operate micro-franchise beverage stations from their homes as CB1 Brewers and CB2 Deliverers, serving their HDB neighborhoods with **CupSpoon™** signature cold-brewed teas while targeting a sustainable monthly income of \$5,000 or more.

Franchise with Purpose: Accessible, Profitable, Local

CupSpoon™ is redefining wellness franchising by making business ownership accessible and community-focused. "Our belief is simple," says the brand's founding spokesperson. "Wellness should be brewed by the community, for the community, and business ownership should be both affordable and profitable."

For a modest franchise fee of \$5,000, new CB Crew Teams receive a comprehensive package to kickstart their operations, including:

- A Full Franchise Station Setup (FSS), including brewing, sealing and preservation equipment
- One month's supply of ingredients and packaging for immediate operations
- Access to a digital portal, standardized operating procedures (SOPs), and dedicated launch

support from an assigned Master Franchisee (MF)

- Exclusive territorial coverage of 20 HDB blocks, with a built-in daily demand of up to 150+ cups

CupSpoon™ menu features 20 wellness-focused beverages, including herbal infusions, digestive blends, and energy boosters, crafted to meet the preferences of health-conscious consumers seeking sugar-controlled, naturally sweetened drinks. Learn more about our opportunities at [CupSpoon™ Franchise System](#).

Built for the Neighborhood, Powered by Everyday People

Unlike traditional franchise models requiring substantial startup capital or physical storefronts, **CupSpoon™** micro-franchise system is designed for simplicity and scalability. CB1 Brewers prepare drinks at home using provided equipment, while CB2 Deliverers manage short-radius deliveries with insulated carriers. This eliminates the need for costly storefronts or delivery fleets.

“Our model removes the high barriers of traditional franchising,” explains the **CupSpoon™** operations team. “We’re empowering aspiring entrepreneurs with a low-cost path to daily earnings, self-management, and leadership in promoting wellness within their communities.”

The **CupSpoon™** platform streamlines operations by handling backend orders, zone routing, compliance, and payout tracking, ensuring CB Crew Teams can focus on preparation and delivery. With full digital transparency and robust franchise support, the system is built to foster success for everyday Singaporeans.

Apply Now – Limited Slots Per Zone

CupSpoon™ invites interested applicants to join this groundbreaking opportunity by visiting www.cupspoon.com/sg/recruit or contacting @cupspoon2025 on Telegram. Applications are reviewed on a rolling basis by Master Franchisees assigned to each estate. Successful applicants will undergo a structured onboarding process, including training, equipment setup, and live shift activation.

About CupSpoon™

Founded on the principle of community-driven wellness, **CupSpoon™** is a Singapore-based beverage franchise powered by the Harmony Franchise System™. Its mission is to make clean, affordable, cold-brewed teas accessible across every HDB zone in Singapore while enabling micro-franchisees to build sustainable incomes through purpose-driven entrepreneurship. By combining innovative technology with a community-focused approach, **CupSpoon™** is transforming the wellness beverage industry.

About CupSpoon™

CupSpoon™ is committed to fostering wellness and entrepreneurship across Singapore. With its innovative micro-franchise model, the brand empowers everyday residents to deliver high-quality, health-focused beverages to their communities while building sustainable incomes.



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