

YI FANG

陳家

SINGAPORE

TAIWAN FRUIT TEA
一芳台灣水果茶



BRAND ORIGIN

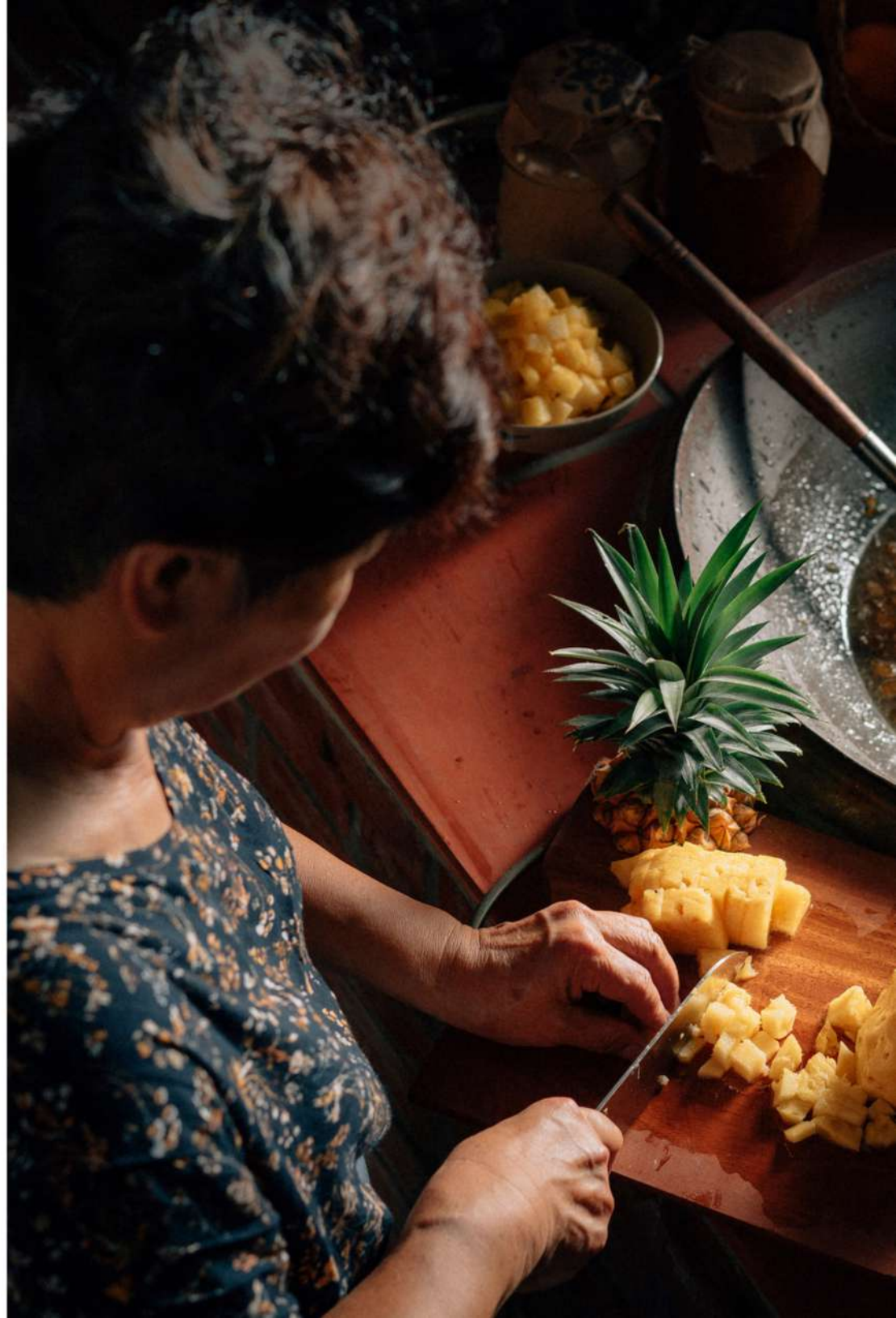
YI FANG TAIWAN FRUIT TEA was named after the founder's grandmother.

Chen-Jen 陳儉 (also known as Yoshiko = Yi Fang 一芳) was born in 1920 during the Japanese colonial period from 1895 to 1945.

She was known for braising overripe pineapples into a golden jam and preparing pineapple drink for her husband, who was working on the farm under hot weather.

The company inherits the traditional practice of using seasonal fruits so that every drink is full of fresh fruit taste.

Yi Fang Fruit Tea creates brilliant drinks made from the best fragrant teas, seasonal fresh fruit, and natural ingredients (just the real – no fakes, no concentrates). But it's more than that, it's an understanding of tradition, craftsmanship; a beautiful way of life



SIGNATURE YI FANG FRUIT TEA



OUR PROMISE

- Premium Quality Ingredients from Taiwan
- 100% Natural Fruit Jams
- No Artificial Flavours & Additives
- Meiji Fresh Milk
- Using only Demerara Cane Sugar



BRAND SPIRIT

The mission of YI FANG is to preserve the classic taste of Taiwan fruit tea and introduce this unforgettable flavour to the public. By adopting handcrafted jam and authentic ingredients, along with a distinct brand identity that combines retro innovation and successful market positioning, Yi Fang achieves a competitive advantage over other competitors offering similar drinks.

NO. 1

We dominate the market.

50 CITIES

We have a presence across the world.

JOIN US

Let's run a successful business together.





YI FANG
TOP 10
DRINKS



OUR NEW CREATION



CATERED
TO ALL
AGES
FROM
YOUNG TO
YOUNG AT
HEART



01

RIGOROUS QUALITY CONTROL

From farm to table, insists on serving the finest ingredients to customers, which are subjected to strict quality control.



02

COMPREHENSIVE TRAINING SYSTEM

YI FANG has been awarded ISO9001 certification for its Quality Management System. We are committed to providing comprehensive support for store establishment, from initial preparation to daily operation.





03

INNOVATIVE MARKETING & DESIGN

YI FANG offers strong support in marketing, including store planning, online and offline advertising, and marketing campaigns.



04

LEADING THE BEVERAGE TREND

To stay ahead of the market trends, YI FANG boasts a professional R&D team dedicated to satisfying even the most discerning palates around the world.





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