

方圓國際事業股份有限公司

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主要產品

手搖飲

企業沿革

- 1998 年** 「喫茶小舖」品牌創立
- 1999 年** 首創「奉茶」服務
- 2004 年** 開啟連鎖加盟模式（內部創業）
- 2008 年** 全台展店，在中部快速發展超過百餘家分店
- 2015 年** 「吃茶三千」品牌創立（Lion1.0 萃茶機）
國際化經營，設立廈門冠妍餐飲管理有限公司
廈門第一間吃茶三千
方圓國際事業股份有限公司成立
- 2018 年** 吃茶三千台灣概念店成立（Lion2.0 萃茶機）
- 2019 年** 吃茶三千發展區域代理模式，新加坡首店開幕
- 2020 年** 成立美國子公司 Chicha San Chen Corporation
- 2023 年** 吃茶三千台灣第二間門市「雲端製造所」成立
- 2024 年** 吃茶三千松針綠茶連續四年榮獲 iTi「風味絕佳獎章
三星最高殊榮」頒發最高等級水晶風味獎章
雙品牌全球展店即將突破 200 家

企業簡介

方圓國際事業股份有限公司來自台中，26 年前在太原路市場內擺攤的小茶攤起家，以分享好茶為出發點，遞出一杯杯的茶飲，希望接過手的朋友一入口，傳遞的是煮茶者的用心及堅持。以茶會友的時光如此真誠、純粹，於是做一杯「與眾不同好茶」的執念也逐漸在創辦人心中萌芽茁壯。因此，1998 年方圓國際推出第一個國內品牌「喫茶小舖」；2015 年將茶飲品與人文、藝術結合，突破傳統茶飲服務模式，以新型態的國際品牌「吃茶三千」呈現給消費者，樹立全新風格的新興茶飲文化。方圓國際以提供高品質的茶飲為己任，打造最有溫度的顧客感受為經營使命，秉持六大經營理念：

- ① 注重品質穩定，維持產品口味的一致性。
- ② 傳遞台式服務溫度，重視顧客感受。
- ③ 重視員工福利，企業永續經營及回饋社會。
- ④ 鼓勵創新思維，提升企業競爭力。
- ⑤ 放眼國際市場，推動全球化經營。
- ⑥ 「台灣茶，世界化」，以此為企業願景。

出口實績及國際競爭力

- 1 「吃茶三千」融合「傳統與創新」的元素，注入「藝術與人文」素養。經營理念結合「科學與哲學」，致力於拓展海外市場，以「臺灣茶，世界化」為我們的最終目標。
- 2 研發專屬吃茶三千的智能萃茶機，模擬還原茶藝師的泡茶精髓，實現品質穩定，產品口味一致性。
- 3 專業品鑑區，供應台灣梨山青心烏龍茶的美好巡禮，打造五感體驗。
- 4 拓展海外市場，以授權代理為展店方向。今年年底將展店近 150 間，總共進駐 27 個國家地區，包含美國、香港、泰國、馬來西亞、新加坡、印尼、澳洲、菲律賓、加拿大、俄羅斯、阿拉伯聯合大公國、中國。

營運管理與績效

- 1 品質把關
 - (1) 智能萃茶機，重視各分店口味及品質的一致性，新鮮現萃的茶飲風味
 - (2) 原物料輸出海外保持原汁原味
- 2 顧客體驗
 - (1) 招呼語及雙手奉飲文化，讓顧客感受到更親切及舒適的互動模式
 - (2) 專業品鑑體驗，透過品茶增加與顧客的交流，營造專業並富有人情味的體驗氛圍。
- 3 原料來源
 - (1) 嚴格篩選原物料供應商
 - (2) 確保原物料的品質及穩定性
- 4 營運管理
 - (1) 深耕二十餘年的品牌經營經驗
 - (2) 經營團隊及完善效率的教育訓練

永續經營

- 1 企業發展
 - (1) 培育培育潛在人才：與中部大專院校建教合作。
 - (2) 輔導員工創業：照顧員工未來發展。
- 2 環境永續
使用小麥吸管取代塑膠細管、將使用紙杯取代塑膠杯、使用牛皮杯套和牛皮紙袋取代塑膠袋。
- 3 社會公益
 - (1) 慈善捐款：教育機構、社福團體、弱勢機構、運動賽事及偏鄉社團等單位。
 - (2) 社會關懷：醫療人員免費飲品、邀請社會大眾填寫線上祈福小卡。
 - (3) 公益回饋：仁愛之家熱飲送暖活動、路跑義賣捐贈、導盲犬公益活動。

綜合評語

- 1 「喫茶小舖」與「吃茶三千」雙品牌多元化經營發展，並研發創新設備及創新體驗，積極拓銷海外市場。
- 2 產品原料供應穩定，品牌經營經驗佳，透過團隊輔導開拓市場。
- 3 引入節能設備，積極降低能源消耗。



Fang Yuan International Co., Ltd.

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Business Items

Hand-Shaken Beverages

History

- 1998** Established the "Tea Shop" brand
- 1999** Pioneered the "Tea Serving" service
- 2004** Launched the chain franchise model (Internal entrepreneurship)
- 2008** Expanded nationwide with rapid growth in Central Taiwan, surpassing 100 stores
- 2015** Launched the "Chicha San Chen" brand (Lion 1.0 Teapresso Machine)
 - I. Began international operations and founded Xiamen Guanyan Catering Management Co., Ltd.
 - II. Opened the first Chicha San Chen store in Xiamen
 - III. Established Fang Yuan International Co., Ltd.
- 2018** Opened the Chicha San Chen concept store in Taiwan (Lion 2.0 Teapresso Machine)
- 2019** Adopted a regional agency model, with the first store opening in Singapore
- 2020** Established the U.S. subsidiary, Chicha San Chen Corporation

- 2023** Opened the second Chicha San Chen store in Taiwan, the "Cloud Manufacturing Site"
- 2024** Chicha San Chen's Green Tea was awarded the highest honor, the iTi "Superior Taste Award, Three Stars" for four consecutive years, receiving the highest-level Crystal Taste Award
The global expansion of the dual brands is about to surpass 200 stores

Introduction

Fang Yuan International Co., Ltd. originates from Taichung and began 26 years ago as a small tea stall at the Taiyuan Road market. Its journey started with the simple goal of sharing quality tea, serving cups of tea to customers in the hope that each sip conveys the care and dedication of the tea maker. The sincere and pure moments spent together over tea gradually nurtured a passion within the founder to create exceptional tea. In 1998, Fang Yuan International launched its first domestic brand, "Tea Shop." In 2015, it combined tea beverages with culture and art, breaking the traditional service model by presenting the innovative international brand "Chicha San Chen" to consumers, establishing a new style of emerging tea culture. Fang

Yuan International is committed to providing high-quality tea beverages and creating a warm customer experience. Its mission is based on six core business principles:

- ① Focus on stable quality and maintain product taste consistency.
- ② Convey the warmth of Taiwanese service, emphasizing customer experience.
- ③ Prioritize employee welfare, ensure sustainable business operations, and contribute to society.
- ④ Encourage innovative thinking to enhance corporate competitiveness.
- ⑤ Aim at international markets and promote global business expansion.
- ⑥ The vision is "Taiwan tea, globalized."

Export Competitiveness

- ① "Chicha San Chen" combines elements of tradition and innovation, infusing artistic and cultural literacy. Our business philosophy combines science and philosophy, dedicated to expanding overseas markets with the ultimate goal of making "Taiwan tea, globalized".
- ② We are developing a proprietary intelligent Teapresso machine for "Chicha San Chen," simulating the essence of tea brewing by tea masters to achieve stable quality and consistent product flavor.
- ③ We will create a professional tea tasting area, offering a delightful journey through Taiwan's Lishan Qingxin Oolong tea, designed to provide a multisensory experience.
- ④ We aim to expand into overseas markets through authorized franchisor. By the end of this year, we will have nearly 150 stores across 27 countries and regions, including the United States, Hong Kong, Thailand, Malaysia, Singapore, Indonesia, Australia, the Philippines, Canada, Russia, the United Arab Emirates, and China.

Operation Performance Management

- ① Quality Assurance
 1. The intelligent Teapresso machine ensures consistency in flavor and quality across all branches, delivering fresh, brewed tea.
 2. Raw materials exported overseas maintain their original flavor.
- ② Customer Experience
 1. Greeting customers and the culture of serving with both hands create a friendly and comfortable interaction.
 2. Professional tea tasting experiences enhance communication with customers, fostering an atmosphere that is professional and acquires a human touch.

- ③ Source of Ingredients
 1. Strict selection of raw material suppliers.
 2. Ensuring the quality and stability of raw materials.
- ④ Operations Management
 1. Over twenty years of brand management experience.
 2. Managing the team and establishing effective training programs

Sustainable Management

- ① Business Development
 1. Cultivating potential talent: Collaborating with colleges and universities in the middle of Taiwan.
 2. Supporting employee entrepreneurship: Caring for employees' future development.
- ② Environmental Sustainability

Using wheat straws to replace plastic straws, using paper cups instead of plastic cups, and using leather cup sleeves and paper bags instead of plastic bags.
- ③ Social Welfare
 1. Charitable donations: Supporting educational institutions, social welfare organizations, vulnerable groups, sports events, and rural community organizations.
 2. Social care: Providing free drinks for medical staff and inviting the public to fill out online blessing cards.
 3. Community contributions: Hot drink donation events for Organizations for social vulnerable groups, charity runs, and guide dog charity activities.

