



**GOTCHA**  
WE FARM OUR OWN TEA



# AUSTRALIA'S MOST LOVED HOME GROWN BUBBLE TEA BRAND

The Gotcha brand began in 2017, with its first store opening in 2018. Since then, Gotcha has grown into one of Australia's fastest-growing bubble tea brands.

Gotcha Fresh Tea has redefined the bubble tea experience by introducing a premium tea concept — from the quality of every sip to the carefully curated in-store atmosphere.

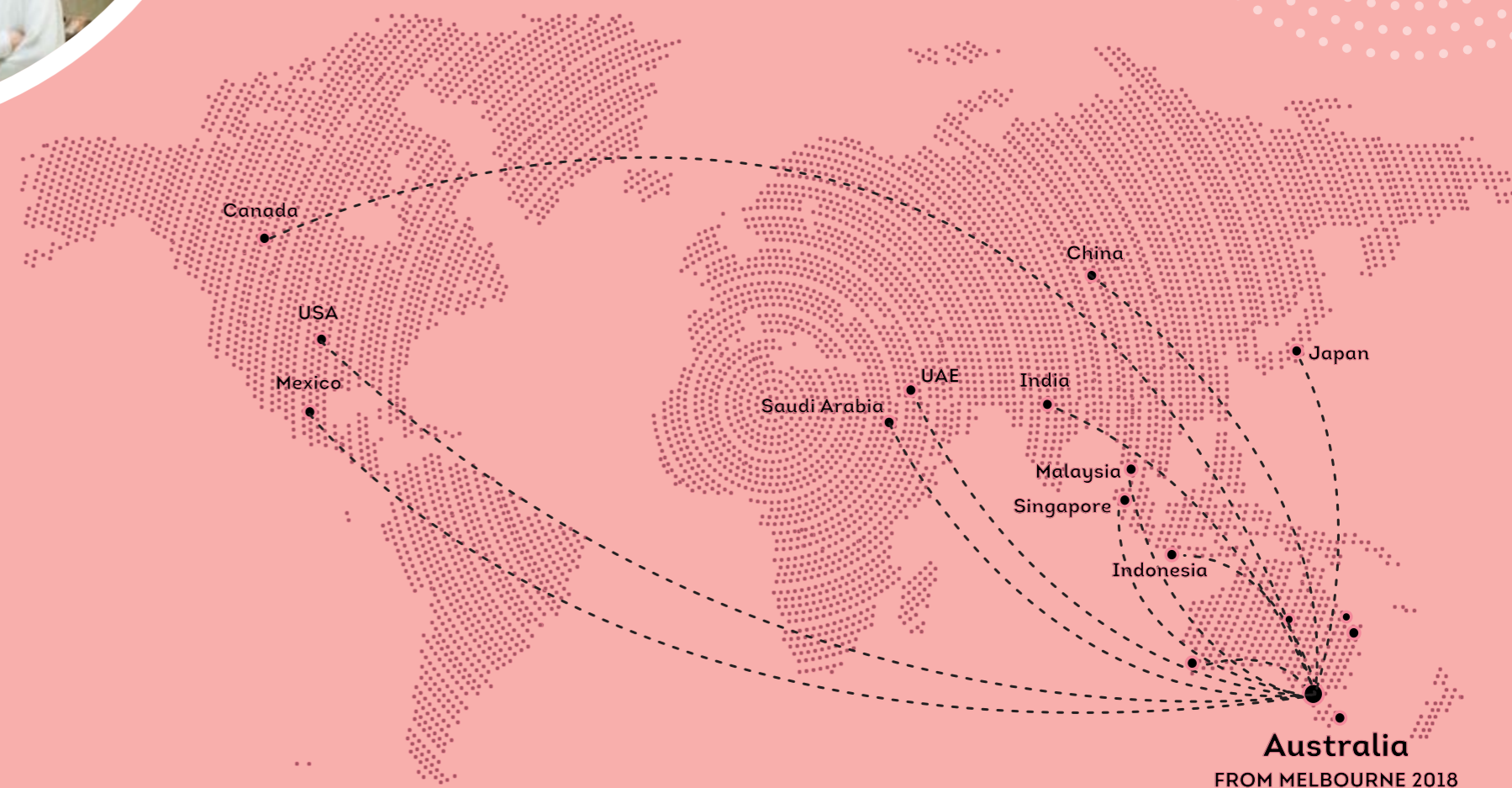




# 2026 GOTCHA EXPANSION PLAN

**100+**  
STORES  
NATIONALLY

**500+**  
STORES  
GLOBALLY



## OVER 50 STORES AND COUNTING...

FROM MELBOURNE 2018

# TOP 10



**Black Sugar Pearl Fresh Milk**  
黑糖珍珠鮮奶  
Inc. Black Pearl 1509kJ



**Signature Pearl Milk Tea**  
招牌珍珠奶茶  
Inc. Black Pearl 1509kJ



**Lychee Jasmine Green Tea**  
荔枝茉莉綠茶  
Inc. Lychee Jelly 791kJ



**Watermelon Lychee Coconut Jasmine Slush**  
西瓜荔枝茉莉椰奶沙冰  
Inc. White Pearl 1429kJ



**Watermelon Passionfruit Jasmine Tea**  
西瓜百香果綠茶  
Inc. White Pearl 645kJ



**Matcha Salted Cream**  
抹茶鹹淇淋  
Inc. Black Pearl 1962kJ



**Strawberry Macchiato**  
草莓瑪奇朵  
Inc. Cheese Foam 1378kJ



**Thai Green Brûlée**  
泰綠煉乳霜  
Inc. Pudding 1154kJ



**Honeydew Fresh Milk**  
哈密瓜鮮奶  
Inc. Rainbow Jelly 983kJ



**Mango Jasmine Green Tea**  
芒果茉莉綠茶  
Inc. Mango Agar Pearl 682kJ

## CRAFTED TO PLEASE EVERY PALATE

Our drinks menu is thoughtfully designed to suit a wide range of tastes. By blending authentic Taiwanese ingredients with popular Southeast Asian and Western flavours, we offer something for everyone — from our signature creamy pearl milk teas to refreshing fruit teas, and perfectly balanced fruit-and-milk blends.

Our Signature Black Sugar Pearl Series is truly one of a kind. We've developed a unique pearl-cooking recipe that delivers a richer, more flavourful texture — a creation we're genuinely proud of.



## BLACK SUGAR PEARL FRESH MILK

MOST POPULAR

Made with premium black sugar syrup  
Freshly cooked pearls

- Large Black Pearls
- Milk





## A Brand That Connects with Culture & Community

Gotcha Fresh Tea blends Eastern and Western tea culture with a modern edge. Our locally tailored menu and trend-setting drinks consistently spark buzz on social media. With global collaborations including Hello Kitty, Pokémon, Sesame Street, Disney, and more, Gotcha continues to build strong cultural relevance and mass appeal worldwide.

# ‘Best bubble tea in Australia’ - TimeOut Aus 2019

As featured in...

URBAN LIST

TimeOut

Herald Sun

CONCRETE PLAYGROUND.

hospitality

Chapter Two

QSR

gastrology

The Canberra Times

The Sydney Morning Herald

THE ~~australian~~ AGE

brisbanetimes.com.au

Franchise

Weekend NOTES



EXCLUSIVE COLLABORATIONS

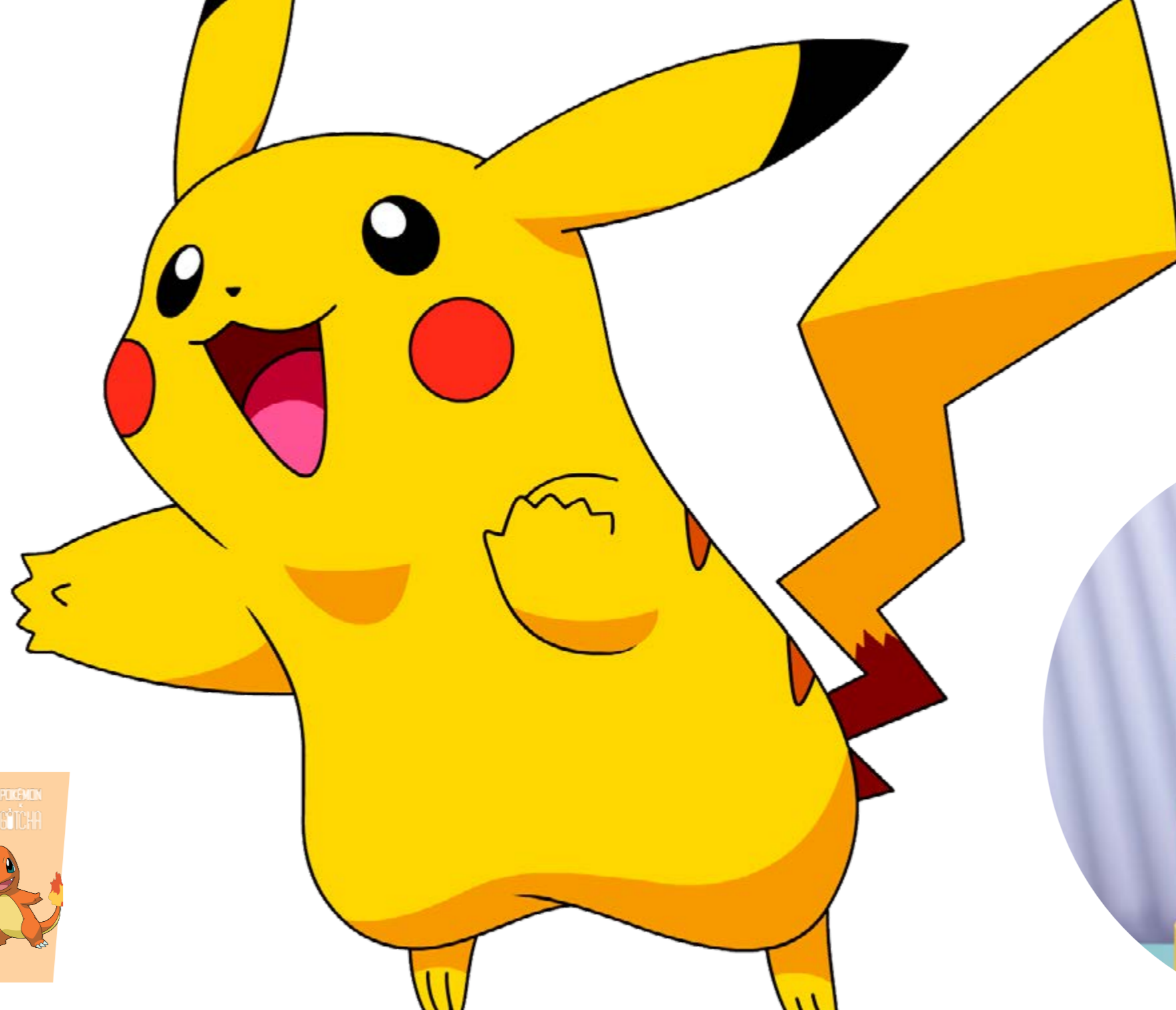
Disney

GÖTCHA



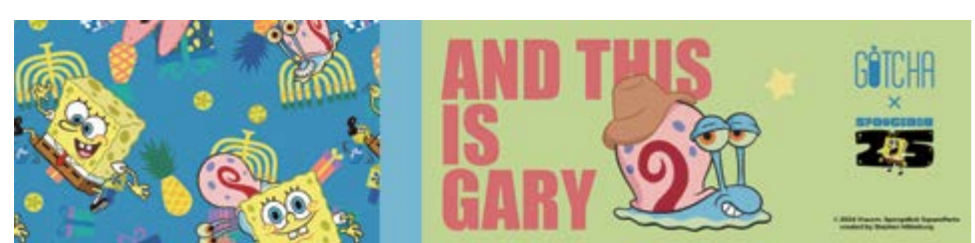
EXCLUSIVE COLLABORATIONS

# POKÉMON x GŪTCHA



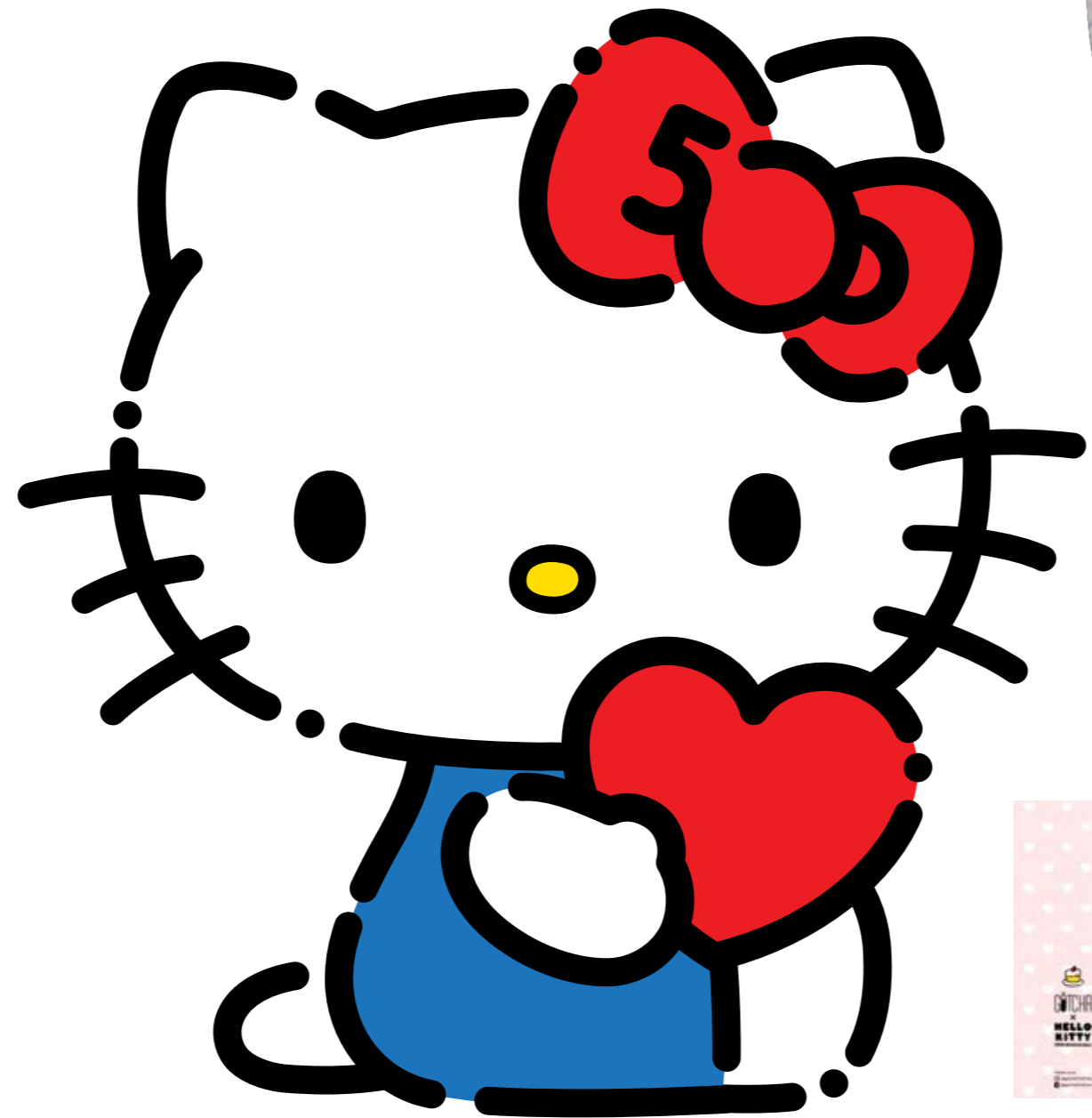
COLLABORATIONS

GÄTCHA × SPONGEBOB 25



COLLABORATIONS

**GATCHA** × **HELLO KITTY**  
50th Anniversary



# HELLO KITTY x GATCHA

# Hello Kitty



COLLABORATIONS



×  
GÖTCHÄ



# BUILT FOR SUCCESS, BACKED BY EXPERIENCE.

With a proven model in Australia, GOTCHA provides franchise partners with comprehensive support — covering everything from site selection, store design, ingredientsourcing, andlogistics to training. Flexible store formats and tailored assistance help you create a store that perfectly fits your market and vision.





**A TRUSTED BRAND.  
A PROVEN MODEL.  
A GROWING OPPORTUNITY.**



### **A Leading Brand You Can Trust**

GOTCHA is a well-established, leading bubble tea brand in Australia. Backed by our 8 years of proven success, you'll benefit from strong brand equity and consumer recognition.



### **Innovating Beyond Tradition**

We don't just follow trends, we set them. With fresh thinking in flavour, quality, and design, GOTCHA aims to take bubble tea to the next level.



### **Smart System, Smooth Operations**

Our advanced technology and operational systems help streamline processes and reduce training time — empowering your team to focus on quality and service.



### **End-to-End Set-up Support**

From location setup to launch, our experienced team supports you at every step — ensuring smooth operations from day one.



### **Strong Franchise Partnerships**

We see our franchise partners as valued partners. With area coaches and ongoing support, we build trusted, long-term relationships and treat our franchise partners as part of our business family.

# GOTCHA'S STORE DESIGN CONCEPT







**JOIN US.  
BREW SUCCESS.**

**Let's Make Your GOTCHA  
Store Happen!**

OUR OWN TEA



## CONTACT US

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