



**MATCHA
TIMES**

100% JAPANESE MATCHA



Matcha Perfection, Straight from Japan





ABOUT US

100% Japanese Matcha

YES, WE PROVIDE PREMIUM JAPANESE MATCHA EVERYDAY ANYTIMES

PRODUCED BY TAISEI

The Essence of Wa-modern Japan in Every Cup.



Brand Concept

MATCHA TIMES aims to revive Japan's traditional matcha culture and share its rich flavors with customers around the world.

We use 100% pure Japanese matcha of the highest quality, carefully crafting each menu item to bring out the authentic taste of matcha. Through the health benefits and calming effects of matcha, we seek to bring energy and relaxation to everyday life, making it more vibrant and fulfilling.

Store Atmosphere and Customer Experience

MATCHA TIMES stores are designed to create a calm and inviting atmosphere where customers can fully enjoy their matcha experience.

Our interiors blend traditional Japanese aesthetics with modern, stylish elements, creating an environment that appeals to a wide range of customers, regardless of age or background.

We also host matcha-related events and workshops, allowing customers to engage more deeply with the culture and beauty of matcha.





OUR MATCHA

Pure Matcha, True Japan

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Our Matcha

All of our products are made with carefully selected, 100% Japanese matcha. Our matcha is sourced from Japan's renowned tea fields, where meticulous care is given to every step, from cultivation to production and shipment. The matcha's flavor and nutritional value are preserved at their best, ensuring that customers receive a product of superior quality and taste.



Why Matcha is Gaining Global Popularity

First, matcha fits perfectly with the growing trend toward health-conscious living. Packed with antioxidants, L-theanine, and metabolism-boosting nutrients, matcha is seen as a natural, healthy beverage that supports both physical and mental well-being, making it highly appealing to consumers seeking nutritious and functional options.

In addition, matcha's deep connection to Japanese culture enhances its global appeal. Rooted in centuries-old traditions, matcha is a symbol of mindfulness and balance, offering a taste of Japan's rich heritage. As global interest in Japanese culture grows, matcha is embraced as an authentic and meaningful product by tourists and wellness enthusiasts alike.



Finally, matcha's versatility contributes to its broad popularity. Beyond traditional tea, matcha is widely used in lattes, desserts, baked goods, and savory dishes. Its vibrant color and unique flavor make it a distinctive culinary ingredient and visually appealing on social media, helping it reach an even wider audience.

Together, these factors—health benefits, cultural significance, and versatility—make matcha a perfect product for brands like MATCHA TIMES to tap into a growing and dynamic market.



OUR MENU

Matcha Tradition, Modern Taste.

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Menu Diversity and Innovation

MATCHA TIMES offers a diverse and innovative menu, combining traditional matcha-based items like matcha lattes, soft-serve ice cream, and mochi with modern tastes and preferences. We frequently introduce seasonal and limited-edition items to keep our offerings fresh and exciting for returning customers. Our menu also features unique collaborations with fruits like mango, strawberry, and yuzu, creating a one-of-a-kind fusion of matcha with other popular flavors.



MATCHA TIMES offers a range of beverages that highlight the true taste of Japanese tea.

100% Japanese Matcha:
We use premium matcha for a rich, authentic flavor.

Customizable Options:
Enjoy drinks like matcha lattes with options for sweetness and milk.

New Additions:
Hojicha and seasonal specialties can be added to keep the menu fresh.



Our matcha ice cream combines indulgence with authentic Japanese flavor.

Rich and Creamy:
Smooth, high-quality matcha ice cream with a balanced taste.

Healthy Indulgence:
Matcha ice cream offers a delicious treat with health benefits.

Seasonal Flavors:
Try special editions like yuzu or strawberry for a unique twist.



MATCHA TIMES snacks perfectly complement our drinks and ice cream.

Authentic Treats:
We serve traditional Japanese snacks like taiyaki and mochi.

Perfect Pairings:
Snacks are designed to enhance the matcha drink experience.

Innovative Creations:
Taiyaki with matcha soft-serve offers a modern twist.



MAIN MENU

Taste Japan's Matcha Perfection



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TOPICS: Our Matcha

Immerse yourself in the rich heritage of Japan with our 100% pure matcha, sourced directly from the finest tea fields. Savor the authentic flavors that capture centuries of tradition in every cup.



HAMASA-EN has been a wholesale and retail Japanese tea trading company since 1865



洪佐園
HAMASA-EN

<RECOMMEND>



MATCHA LATTE **\$1.9**

A smooth and balanced matcha latte, blending the robust flavor of matcha with creamy milk.



MATCHA LATTE FLOAT **\$2.6**

A matcha latte topped with a scoop of ice cream, creating a decadent dessert drink.



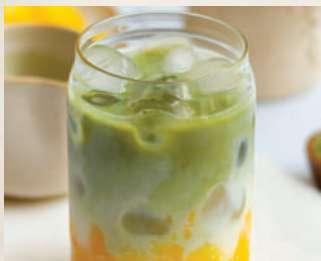
1
Japanese Matcha

MATCHA ICE CREAM **\$2.0**

Delight in the perfect fusion of crispy taiyaki and rich, velvety matcha cream filling, bringing a taste of Japan to your palate.

MATCHA SOFT ICECREAM:

Luxuriously creamy matcha soft serve that captures the deep, earthy flavors of premium matcha. **\$1.0**



MANGO MATCHA LATTE **\$1.9**

Tropical mango meets earthy matcha in a refreshing and unique latte experience.



MATCHA COCONUTS **\$1.9**

A delightful fusion of rich matcha and creamy coconut, offering a refreshing, tropical twist on traditional flavors.



MATCHA CHOCOLATE LATTE **\$1.9**

Rich matcha combined with creamy chocolate for a perfect blend of bold and sweet flavors.



MATCHA STRAWBERRY LATTE **\$1.9**

Sweet strawberries blend with matcha's subtle bitterness for a balanced and flavorful latte.

Additional icecream float +\$0.7



SNACK MENU

Experience Japan in Every time



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<RECOMMEND>

10p UENO
PANDA YAKI \$2.0

PANDA YAKI' is originally from Tokyo Japan. its deliciousness stems from using high-quality ingredients like fresh eggs, premium flour, and natural sweeteners, avoiding artificial additives to maintain purity and taste.

<CHOOSE YOUR FAVORITE FLAVORS>



CUSTARD
Creamy and rich flavor custard



CHOCOLATE
Rich chocolate flavor with a subtle sweetness



MATCHA
Refreshing taste using high-quality matcha



STRAWBERRY
A flavor bursting with sweet strawberries



BLUEBERRY
The fresh taste of blueberries



ANKO BEAN
Refined sweetness from Hokkaido red beans



TAIYAKI
Makes you happy

\$1.5



Taiyaki is a Japanese fish-shaped cake made from a pancake-like batter. Traditionally filled with sweet red bean paste, it now comes with various fillings like custard, chocolate, and even savory options. It's a popular street food in Japan, often enjoyed as a warm snack.



**MOCHI
DAIFUKU**

\$0.7

Daifuku is a Japanese confection made of soft, chewy mochi (glutinous rice cake) filled with a sweet filling, most commonly anko (sweet red bean paste). Other fillings can include fruit, sweet cream, or custard. Daifuku is a popular treat, often enjoyed with matcha tea.





STORE DESIGN

From Japan's Fields to Your Cup



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KIOSK (S)

The MATCHA TIMES Kiosk is designed for high-traffic locations such as malls, stations, and airports. Compact yet highly efficient, it delivers quick service with a focused menu of matcha lattes, soft serve, and taiyaki. Perfect for grab-and-go, the kiosk optimizes space while upholding the high-quality matcha experience. It's an excellent choice for both permanent locations and pop-up events, providing flexibility to cater to busy, fast-paced environments and attracting attention with its clean, vibrant design.



CAFE

For a more relaxed and immersive experience, the cafe setup offers a cozy space where customers can sit and enjoy a wider range of MATCHA TIMES' offerings. This format allows for a larger menu including matcha beverages, desserts, and snacks, creating a destination for matcha enthusiasts to gather and unwind.



KIOSK (Basic)

Strategically designed for food court settings, this option blends the efficiency of the kiosk with the versatility of the cafe. It features a streamlined menu optimized for fast service while still delivering the authentic quality of 100% Japanese matcha. This format ensures visibility and customer engagement in bustling food environments.



SALES

Matcha for Everyone

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Sales simulation

This is idea of sales simulation of MATCHA TIMES with CAFE model at shopping mall in Cambodia. Monthly sales is calucualted as 30days per month. Opening hours is 10am-10pm everyday.

Category	Details	Sales / Month
Drink sales	All kinds of Matcha soft-drinks	\$7172.5
Ice cream sales	Taiyaki Ice cream, soft-ice cream, float ice cream	\$2415.0
Snacks sales	Pandayaki, Taiyaki, Mochi	\$2985.0
TOTAL SALES		12,572.5
Rent	Shopping mall	\$950.0
Power & Water	Electricity and water	\$380.0
Labour fee	4 staffs	\$1200.0
Cost of goods sold	Cost of all drinks, ice cream, snacks sold	\$3750.0
Other fees	Marketing fee, rubbish fee, royalty (3%), tax etc	\$450.0
TOTAL EXPENSES		\$6480.0
NET PROFIT		\$5842.5

Sales per items

Category	Qty/day	Unit Price	Sales/day	Sales / Month
Matcha Latte	30	\$1.9	\$57.0	\$1710.0
Mango matcha latte	20	\$1.9	\$38.0	\$1140.0
Matcha coconuts	25	\$1.9	\$47.5	\$1187.5
Matcha Chocolate latte	25	\$1.9	\$47.5	\$1425.0
Matcha strawberry	30	\$1.9	\$57.0	\$1710.0
Topping Ice cream float	15	\$0.7	\$10.5	\$315.0
Matcha taiyaki soft ice cream	30	\$2.0	\$60.0	\$1800.0
Matcha Ice Cream	10	\$1.0	\$10.0	\$300.0
Panda yaki 10p	30	\$2.0	\$60.0	\$1800.0
Taiyaki	15	\$1.5	\$25.5	\$765.0
Mochi Daifuku	20	\$0.7	\$14.0	\$420.0
TOTAL SALES:				\$12,572.5



OUR AIM

Authentic Matcha, Worldwide.



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Matcha times is bringing Authentic 100% Japanese Matcha to the World

MATCHA TIMES is a brand that brings the finest Japanese matcha to the world. We offer a unique experience, blending Japan's rich tea culture with modern, innovative products. All of our matcha is 100% pure Japanese matcha, cultivated with traditional techniques, delivering generations of history and craftsmanship in every cup.



Why Choose MATCHA TIMES?

Authentic Products:

We provide 100% Japanese matcha, known for its rich flavor and high quality.

Diverse Menu:

Our menu includes unique and appealing options like matcha lattes and snacks

Proven Concept:

Our blend of traditional matcha and modern recipes has already captivated many customers.

Full Support:

We offer comprehensive training, marketing support, and operational assistance to ensure your success.

Sustainable Growth:

With the increasing global demand for health-conscious and premium beverages, matcha is a perfect product for long-term growth.



We are looking for someone who has passion for Japanese Culture and Matcha

A desire to bring authentic & Wa-modern Japanese matcha cultures to your community.





INVESTMENT

Authentic modern Matcha, Worldwide.

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Simple to Start, Profitable to Grow.

This graph illustrates the key categories and estimated costs involved in starting a MATCHA TIMES franchise. From franchise fees to equipment, each investment area is designed to set you up for success in delivering authentic Japanese matcha to your community.

Category	Details	Sales / Month
Franchise Fee	License fee for joining the franchise (Food court type)	\$4000.0
Store design & Renovation	Design, construction, interior setup, chair and tables	\$15000.0
Equipment Purchase	Kitchen equipment, ice cream machine etc	\$3000.0
POS System	Cash register and order management system	\$600.0
Uniform	10 of staff uniforms	\$180.0
Printing materials	Menu, posters, banner etc	\$300.0
Drinkware, dishes	Cups, glasses, dishes	\$900.0
TOTAL		\$23,980.0

Easy operation, comprehensive training to be professional MATCHA TIMES owners

Comprehensive Training Program:

From daily operations to mastering the art of serving the finest matcha, we provide all the tools and knowledge you need to succeed.

Exclusive Territory:

We offer protected territories to ensure each franchisee has the space to thrive in their region.

Marketing Support:

Benefit from nationwide campaigns and tailored strategies designed to boost your local presence.

Ongoing Guidance:

Our experienced support team is always on hand to provide continuous expert advice and guidance to keep your business growing.

Category	Details & Fees
Franchise Fee	KIOSK (S) - \$1700.0 KIOSK (L) - \$4000.0 CAFE - \$9000
Royalty Fee	3% of Total sales per month



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**We are serving great match experience
in all over the world**



CONTACT US

Operation Company

CIJD Co., LTD

Phone Number

+855 69 666 8866 / +855 69 333 6688

Email

info@matcha-times.com

www.matcha-times.com