



**MATCHA  
TIMES**

100% JAPANESE MATCHA



**Matcha Perfection, Straight from Japan**



**Dear MATCHA TIMES owners,  
We do keep enjoy and grow up for making customers happiest**

**[www.matcha-times.com](http://www.matcha-times.com)**



**fb @matchatimes**



# 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

YES, WE PROVIDE PREMIUM JAPANESE MATCHA EVERYDAY ANYTIMES

PRODUCED BY TAISEI

### 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.

YES, WE PROVIDE PREMIUM JAPANESE MATCHA EVERYDAY ANYTIMES

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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.





# OUR MENU

## Sip, Savor, Smile with Matcha

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### MATCHA TIMES

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.



#### <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 matcha soft ice cream, creating a decadent dessert drink.

HAMASA-EN has been a wholesale and retail Japanese tea trading company since 1863



##### 1 MATCHA ICE CREAM \$1.2

Creamy matcha soft-serve with the rich, authentic taste of Japanese matcha. Smooth texture and deep flavor.

##### MATCHA SOFT ICECREAM WITH OANDA YAKI \$1.5

Our premium Japanese matcha soft ice cream with tasty panda yaki.



##### 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.

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Additional icecream float +\$0.7



### SNACK MENU

Experience Japan in Every time



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##### 10p UENO PANDA YAKI \$2.0

PANDA YAKI<sup>®</sup> is originally from Tokyo Japan. Its deliciousness stems from using high-quality ingredients like fresh eggs, premium flour.



CUSTARD  
Creamy and rich flavor custard



CHOCOLATE  
Rich chocolate flavor with a subtle sweetness



MATCHA  
Refreshing taste using high-quality matcha



##### TAIYAKI \$1.2

Makes you happy

Taiyaki is a Japanese fish-shaped cake made from a pancake-like batter. Traditionally filled with sweets



##### TAIYAKI MATCHA ICE CREAM \$2.0

Chewy taiyaki paired with creamy matcha soft-serve. A perfect balance of textures and flavors in one bite.



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MATCHA TIMES  
100% JAPANESE MATCHA

## Always creating new trends

Innovative Creations to Excite and Inspire

At MATCHA TIMES, we continuously push the boundaries of traditional matcha to bring fresh and exciting experiences to our customers.

Our menu features innovative combinations such as Matcha Strawberry Latte, Hojicha Yuzu Ice Cream, and Anko Red Bean Sakura, blending traditional Japanese ingredients with modern tastes.

#### Seasonal Specials

Celebrate the changing seasons with exclusive offerings like Matcha Pumpkin Spice Latte in autumn or Sakura-infused Matcha Desserts in spring

#### Anko Red Bean



#### Sakura



#### Hojicha



#### Yuzu



#### LIMITED/SEASONAL







# HOT FOODS

## Experience Tradition, Taste Innovation

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### FOOD MENU

Experience Japan in Every time



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**KARAAGE CHICKEN** **\$2.0**

Our Japanese-style karaage chicken is seasoned with a unique blend of spices, then fried to golden perfection. With its crispy coating and juicy, tender meat inside, this dish offers a satisfying crunch in every bite and is a favorite for all ages.



**DEEP FRIED GYOZA**

Crunchy on the outside with a juicy filling, these deep-fried dumplings bring the authentic taste of Japan to your table.

**\$1.9**



**YAKISOBA**

Stir-fried noodles in a savory sauce with a hint of sweetness. Perfectly paired with fresh vegetables for a balanced taste.

**\$2.9**

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**POPCORN SHRIMP**

Bite-sized popcorn shrimp with a crispy coating that delivers a delightful crunch in every bite.

**\$1.9**



**CHICKEN NUGGET**

Crispy on the outside and juicy on the inside, these chicken nuggets are perfect for a quick snack or to share with friends.

**\$1.9**



**FRENCH FRIES**

Golden and crispy French fries, a perfect snack to complement any meal.

**\$1.9**



**GYU DON (beef)**

Enjoy tender slices of beef simmered in a sweet and savory sauce, served generously over a warm bed of rice. This classic Japanese comfort food is filling, flavorful, and perfect for anyone craving a hearty meal that warms the soul.

**\$5.5**

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**TAKOYAKI**

Crispy on the outside, gooey on the inside, these takoyaki are topped with savory sauce and mayonnaise for a classic taste.

**\$2.0**



**JAPANESE CHICKEN CHURRY**

Mild and flavorful Japanese chicken curry with a perfect blend of spices and sweetness, served with rice.

**\$3.9**



## Tasty hot snacks and easy operation

Crispy and Flavorful Japanese Delights

MATCHA TIMES brings you a selection of classic Japanese snacks that pair perfectly with our premium matcha beverages.

All snacks are crafted to complement the flavors of our matcha drinks, offering a complete and satisfying meal experience.

Expanding Tasty Choices

In addition to our signature Japanese snacks, MATCHA TIMES offers the flexibility to include baked bread and sandwiches to further enhance the menu.







# STORE DESIGN

## Matcha that Inspires Every Day

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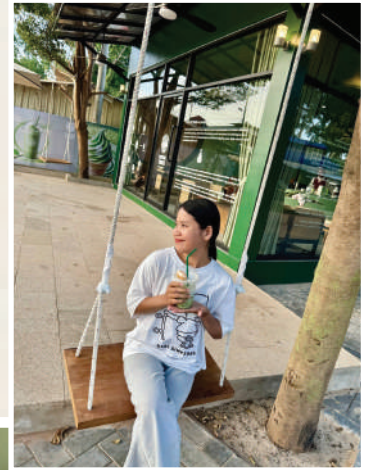


## KIOSK

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.







# UNIFORM & DESIGN

## From Japan's Fields to Your Cup

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### MATCHA TIMES visual consistency

#### UNIFORM



T shirts



Cap



apron



Glove

#### SHOP BASIC ITEMS



Snack show case



Tray



Snack Label



label holder

AUTHENTIC STYLE,  
MODERN COMFORT

Our uniforms are thoughtfully designed to reflect the authenticity and elegance of Japanese tea culture while ensuring modern comfort for staff. Each piece is crafted with premium materials for durability and a polished appearance, aligning with MATCHA TIMES' brand identity.

#### MENU & PRINTING MATERIALS



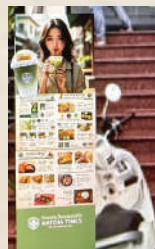
LED light Menu board



A3 laminated Menu



A5 Flyer



T Stand



Posters

CLEAR AND STYLISH  
PRESENTATION

At MATCHA TIMES, we ensure that all menu and promotional materials are designed to enhance the customer experience, combining clarity, elegance, and functionality."





# BASIC ITEMS

## Reviving Tradition, One Cup at a Time

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### Items for perfect matcha serving

#### DRINK/SNACK MATERIALS



HAMASAEN  
Matcha powder



Ice cream cone



Matcha ice cream  
powder



Syrup



Coconuts  
water



Milk



Frozen taiyaki



Frozen Pandayaki



Frozen Delight Taiyaki

#### ESSENTIAL INGREDIENTS FOR PERFECT MATCHA

Our 100% authentic Japanese matcha is carefully sourced from the finest tea fields in Japan.

Grown under meticulous conditions, it ensures the vibrant green color, rich flavor, and unmatched quality that define every MATCHA TIMES product.

#### BASIC MATERIALS



Ice Cream cup



Plastic Bag



Cup



Napkin



Spoon



straw



Plastic Paper

#### Durable and Functional Accessories

"Our accessories, including stirrers, straws, and trays, are designed to complement the matcha experience, ensuring convenience and satisfaction for customers.

Brand-Aligned Packaging  
All packaging, from takeaway cups to dessert boxes, features MATCHA TIMES' iconic design, reinforcing our identity and leaving a lasting impression.



# EQUIPMENTS

## Pure Matcha, Pure Joy

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### Always providing good quality drinks and foods

#### BASIC EQUIPMENTS



Matcha brush



Matcha Tea bowl



measuring cup (S)  
measuring cup (L)



Ice Box



water heater



Microwave



Oven



Deep fryer



ventilation fan

\*Only required for providing meals menu

State-of-the-Art Tools for Matcha Perfection "At MATCHA TIMES, we prioritize quality and efficiency by using cutting-edge equipment designed specifically for preparing and serving authentic Japanese matcha.

Professional-grade matcha whisks and sieves ensure a smooth and frothy matcha with every preparation, delivering the ideal texture and consistency.

#### MACHINES



Ice Cream Machine



Panda Yaki Baking Machine



Taiyaki Baking Machine



Delight Thaiyaki Baking Machine

Our premium ice cream machines are tailored to produce creamy and rich matcha soft serve

All equipment is selected for its space-saving design and ease of operation, making it ideal for both kiosks and full-scale cafés.

Adheres to strict hygiene standards and durability, ensuring consistent quality and safety.





# PROMOTION etc

## Taste the Art of Japanese Matcha

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### Attracting our customers to be core fans

#### ADVERTISEMENT & PROMOTION



Coupon Ticket



Stamp card and logo stamp



Food delivery discounts



Cinema Customers Promotion



Birthday Promotion



Gift Promotion



SNS Marketing

Engaging Campaigns to Attract and Delight Customers

MATCHA TIMES continuously develops creative promotions and marketing strategies to connect with customers and enhance their experience

Social Media Marketing "Our active presence on social media platforms helps us share the latest promotions, seasonal specials, and exciting updates with a global audience.

#### ITEMS SELL IN SHOP



Premium Matcha Powder

"High-quality, 100% Japanese matcha powder sourced directly from renowned tea fields, perfect for brewing at home or using in culinary creations.

Traditional bamboo whisks (chasen) and other matcha tools, crafted for those who want to enjoy the authentic preparation experience.



# 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       | Animal pancake, Taiyaki                            | \$2592.0      |
| TOTAL SALES        |  | 12,179.5      |
| 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         | \$3450.0      |
| Other fees         | Marketing fee, rubbish fee, royalty (3%), tax etc  | \$450.0       |
| TOTAL EXPENSES     |  | \$6480.0      |
| NET PROFIT         |  | \$5749.5      |

### 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       |
| TOTAL SALES:                  |         |            |           | \$12,179.5    |





# 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  | \$17000.0     |
| 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 (T-shirts, cap, epron)             | \$180.0       |
| Printing materials        | Menu, posters, banner etc                               | \$300.0       |
| Drinkware, dishes         | Cups, glasses, dishes                                   | \$900.0       |
| TOTAL                     |   | \$25,980.0    |

## 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 \$1200 CAFE - \$4000  |
| Royalty Fee   | 4% of Total sales per month |



# 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.







**MATCHA  
TIMES**

100% JAPANESE MATCHA



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



## CONTACT US

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