



SIP INTO SUCCESS WITH MEITO

The Ultimate
Bubble Tea Franchise
Experience!

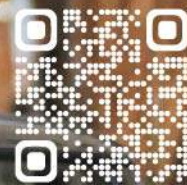
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Brand Story & Meito's Mission

First there was an idea.
Then it bubbled into a business.

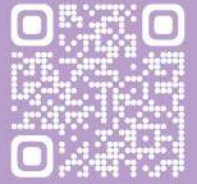
Since 2010
Meito has opened many
branches and franchises
all around the world.

"At Meito, we have a
simple yet powerful mission:

**To spread smiles around the
world, one delightful sip at a time.**

We believe that behind every drink
we serve, lies an opportunity to
brighten someone's day, fostering
joy, connection, and unforgettable
moments of happiness.

With every cup, we aim to infuse the
world with positivity, flavor, and the
contagious delight that defines
the Meito experience."



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Meito's Vision

At Meito, we dream of a world where every Bubble Tea sip ignites genuine joy and connection, transcending borders and cultures.

We're on a mission to be the go-to hub for flavor innovation globally, setting the bar high while spreading smiles.

With relentless innovation, top-notch quality, and a customer-first mindset, we're determined to be the ultimate destination for Bubble Tea enthusiasts worldwide!

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Our Brand Values



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Quality

From ingredients to service, we're dedicated to excellence.



Innovation

We're always pushing flavor boundaries in the Bubble Tea scene.



Authenticity

Rooted in tradition, embracing diversity, and fostering inclusivity.



Sustainability

Eco-conscious practices, community-positive impact.



Creativity

Our brand oozes imagination, from recipes to marketing.



Community

At Meito, community is everything. Together, we uplift and thrive.



Accessibility

Everyone deserves a taste of our delicious Meito Bubble Tea.



Joy

Spreading smiles and fostering moments of happiness through our products and interactions.



Giving back

At Meito, community isn't just a word – it's a commitment. Every month, we proudly support DROP4DROP, ensuring clean water sources for those in need.

Additionally, we're honored to sponsor children through SOS Kinderdorf e.V., because making a difference is at the heart of who we are.



Photo Credit:s

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**SOS
KINDERDORF**



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Meito's Bubble Tea



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Introducing Meito's Bubble Tea – the ultimate fun-filled beverage experience!

Meito's Bubble Tea boasts a delightful fusion of three key ingredients:

Tea



Take your pick from our exquisite selection of Jasmine Tea, Oolong Green Tea, or Earl Grey Black Tea. Whether you prefer it piping hot, refreshingly cold, ice-free, or blended into a Frappé or Smoothie, we've got you covered.

Flavor

With over 26 tantalizing flavors to choose from, the Meito Menu is a playground for your taste buds. Our organic, calorie-conscious options (averaging less than 40 calories/100 ml) are fully customizable to suit your personal preferences.



Topping

To complete the magic, we add the perfect toppings to your drink. From the signature bubbles that enhance every sip to a variety of other delightful toppings, Meito's Bubble Tea promises an unforgettable taste adventure.

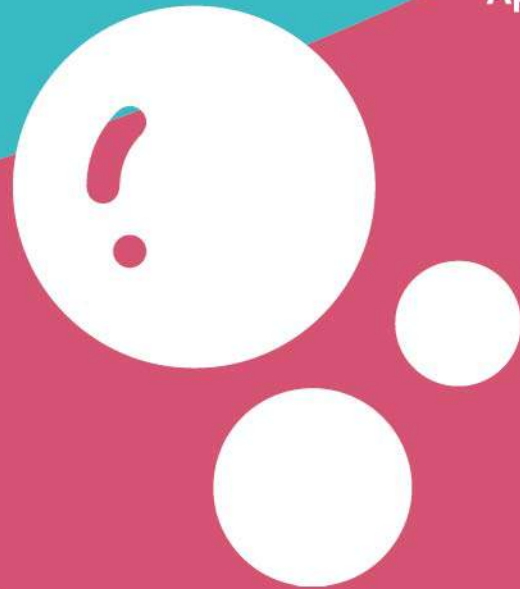


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"It's wild, it's delicious, it's uniquely different – it's an absolute delight! And with limitless combinations, Meito's Bubble Tea is undeniably the epitome of fun in a drink!"



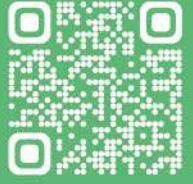
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Our Menu



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Unleash your taste adventure with our signature Bubble Tea, offering over 6 million combos in a snap! It's the ultimate fusion of classic low-cal goodness (our authentic tea base) and 21st-century coolness (exciting flavors with a choice of popping bobas or jelly toppings).

Plus, dive into a lineup of over 30 mouthwatering drinks! From classic espresso to indulgent Frozen Blended Caramel Macchiato, we've got the competition beat."



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Meito's Quality Promise

"At Meito, quality is our cornerstone. From the lush tea fields of Taiwan to your cup, we promise nothing but the best. Every sip is a testament to our commitment to using premium tea leaves and meticulously selected ingredients, ensuring a taste experience that's truly unparalleled."

We test the tea leaves after each growing season and frequently test all ingredients to ensure our drinks consistency and quality."

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Why Meito?



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Successful history
of expansion



Easy to run, maintain
and manage



Extensive training
program and ongoing
operational assistance



Proud winner of Drinks
Franchise in Oman
of the Year



Excellent return on
investment capital



Franchising to us?

It's all about one thing: **partnership.**
We're in this together, backing each
other up every step of the way as
part of the vibrant Meito family

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Impressions of Meito's Mobile

at various events
spreading Smiles!

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Store Design



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In line Store



Container Concept



Kiosk /Mall

Meito Franchise



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Meito Franchise – a fun filled business opportunity!

Our Franchise Support:

Comprehensive Training



Receive extensive training covering all aspects of operating a Meito Bubble Tea franchise, including preparation techniques, customer service, and business management.

Site Selection Assistance



Benefit from our expertise in identifying prime locations for your franchise, ensuring maximum visibility and foot traffic to boost your sales potential.

Store Design and Build-Out Guidance



Access guidance and support throughout the store design and build-out process, ensuring that your franchise location reflects the vibrant and inviting Meito brand.

Supply Chain Management



Gain access to our network of trusted suppliers and vendors for high-quality tea leaves, flavorings, toppings, and other essential ingredients, ensuring consistent product quality.

Marketing Support



Leverage our proven marketing strategies and materials, including digital assets, promotional campaigns, and local advertising initiatives, to drive awareness and attract customers to your franchise.

Ongoing Operational Support



Benefit from ongoing assistance and guidance from our experienced support team, helping you navigate day-to-day operations, troubleshoot challenges, and optimize performance.

Continuous Product Innovation



Stay ahead of the curve with access to our latest product innovations and seasonal offerings, keeping your menu fresh and exciting to delight customers.

Franchisee Community Network



Join a supportive network of fellow franchisees, sharing insights, best practices, and camaraderie to foster growth and success within the Meito franchise family.

Quality Assurance



Rest assured knowing that our dedicated quality assurance team conducts regular audits and checks to maintain the highest standards of product quality, safety, and consistency across all franchise locations.

Growth Opportunities



Explore opportunities for expansion and growth within the Meito franchise system, whether through additional single-unit locations or multi-unit development options.



Frequently Asked Questions



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What do I get for my Franchise Fee?

The right to set up, own and operate a Store under the Meito brand for an initial period of 5 years – this is then renewable for a further 5 year period in line with the franchise agreement.

- Full training on all operational aspects of the Meito business.
- All required manuals and handbooks.
- Meito will provide pre-opening corporate location-based training, lasting up to 10 days. This includes both classroom and on-the-job training and covering Meito brand and culture, products, operation procedures and more.
- Representatives from Meito will also spend up to 3 days assisting you and your staff prior to Grand Opening.
- Assistance with your store opening.

What is the monthly on-going royalty fee and what do I get in return for?

The ongoing monthly royalty fee for Meito franchisees is 6% of gross sales. This fee helps support ongoing operational and support services provided by the Meito franchisor, including periodic visits from HQ, marketing, training, access to Meito's central supply chain distribution and continued brand development.

Can you review my Business Plan?

We can review your business plan after the final franchise agreement has been signed.

Can I source my own core Ingredients?

No. The quality of our product is what makes Meito unique. The variety of our Meito flavors comes from proprietary ingredients. Moreover, it is important that every franchisee provides our customers with the same high quality product made by Meito. Therefore, we insist that you purchase your core ingredients through our dedicated supply chain.

Do I have to pay any marketing fees and why?

You will have to pay 1,5% of gross sales into the regional marketing fund on monthly base. In addition, you need to spend at least 2,5-4% of gross sales on your own local store based marketing activities.

Do I have to find a location before I sign the franchise agreement?

Not at all. After the signing of the franchise agreement, Meito will assist you in identifying the right location according to established site selection criteria.





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Meito's Investor Profile

"Hey, YOU! Meito is on the lookout for partners who vibe with our values and see the awesome growth potential. We want team players who love diversity, integrity, and making waves in their communities.

If you've got a knack for sales, management chops, and a genuine love for the Meito brand, we want you! Bring your ambition and let's rock the franchise world together. Join us in shaping the future of Meito and making a real impact!"



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Scan it and fill out the application form right away!

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How to Join the Meito franchise network & Family



1
Fill out the
application form



2
Qualification
process by Meito HQ



4
Communicate with
Meito representatives to
go over all the details.



3
Meito HQ will contact
you via phone or email.



5
Sign the Letter of Intent to
protect the exclusive right to
franchise in the area.



6
Attend a Discovery Day
at one of our corporate
locations or virtually.



7
Sign the Franchise Agreement
with Meito and prepare to run
your own Meito business!

Join the bubble revolution...
"Meito – where flavour meets fun in every sip!"



Contact us today!

Ben Götze

Late Founder & Managing Director

📞 +968 97083892

✉️ ben@meito.me

Let's be social

🌐 www.meito.me

📷 @meitooofficial

