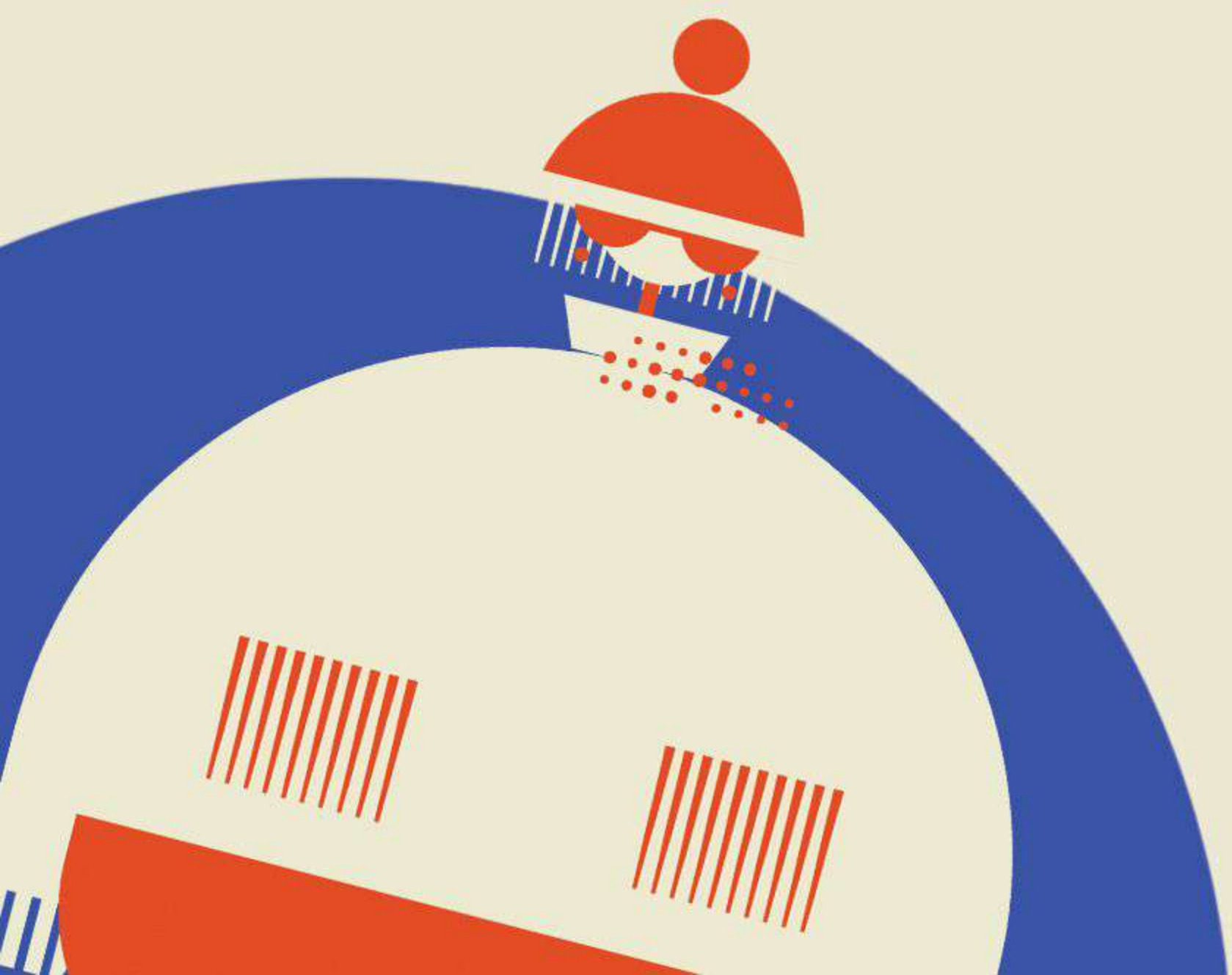


BRAND PROFILE

CHUM TEA



CONTENTS



ABOUT THE BRAND



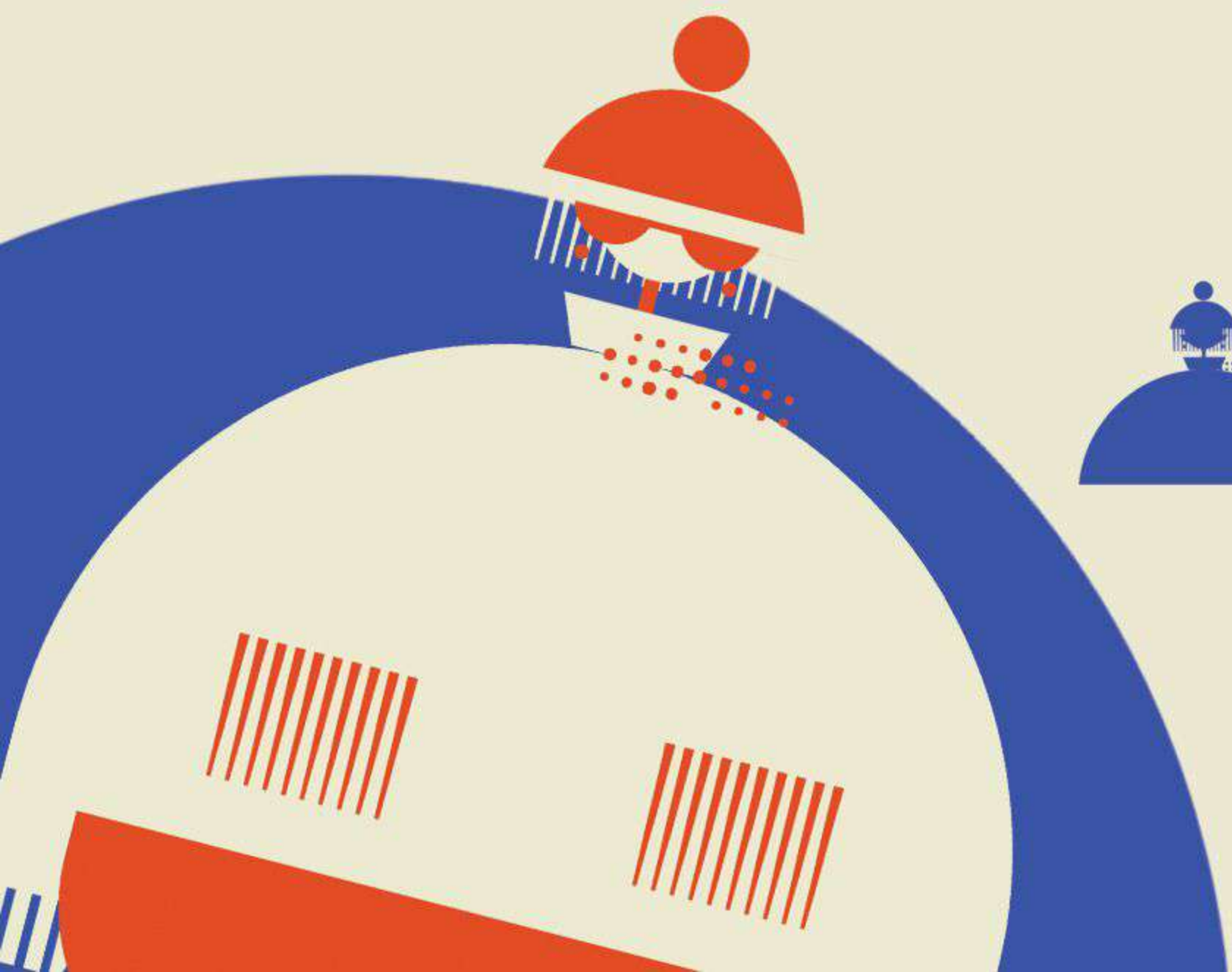
OUR MENU



BOOTH DESIGN



FURTHER INFO





A Part of PT. Chummy Tummy Indonesia

PT Chummy Tummy Indonesia (CTI) is an early stage F&B startup founded by an expert hospitality entrepreneurs from JHL Group.

The missions are to give birth the quality and an affordable food & beverage products for Indonesian from all market.

Using the concept of partnership, PT CTI will embrace the potential partners with appropriate mentors & guidance. Presenting new brands that are perfectly designed according to market research, especially in Indonesia.



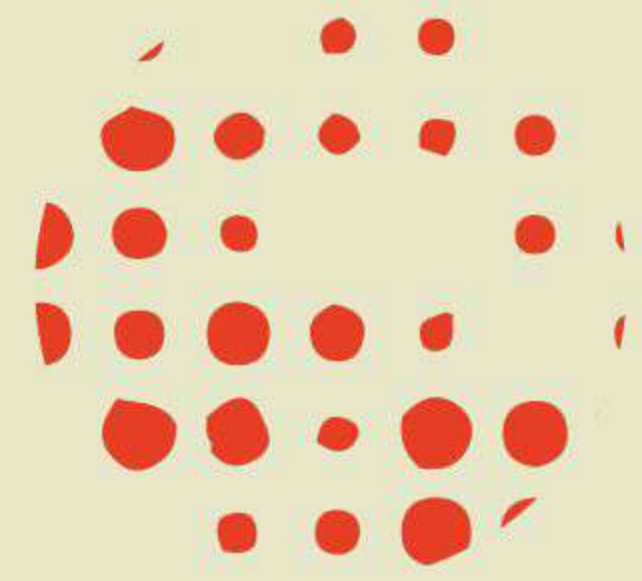
OUR STORY

CHUM tea

The Spirit of joy, friendly & cheerfull are not only weaved into dishes but also into beverage to bring some sensation & new experience while drinking.

Feel-refresh is also our belief for whoever you are chum tea buddies. The experience is beyond your expectation yet will meet to your liking-sensation, unbelievable thirst quencher that you've never drink before.



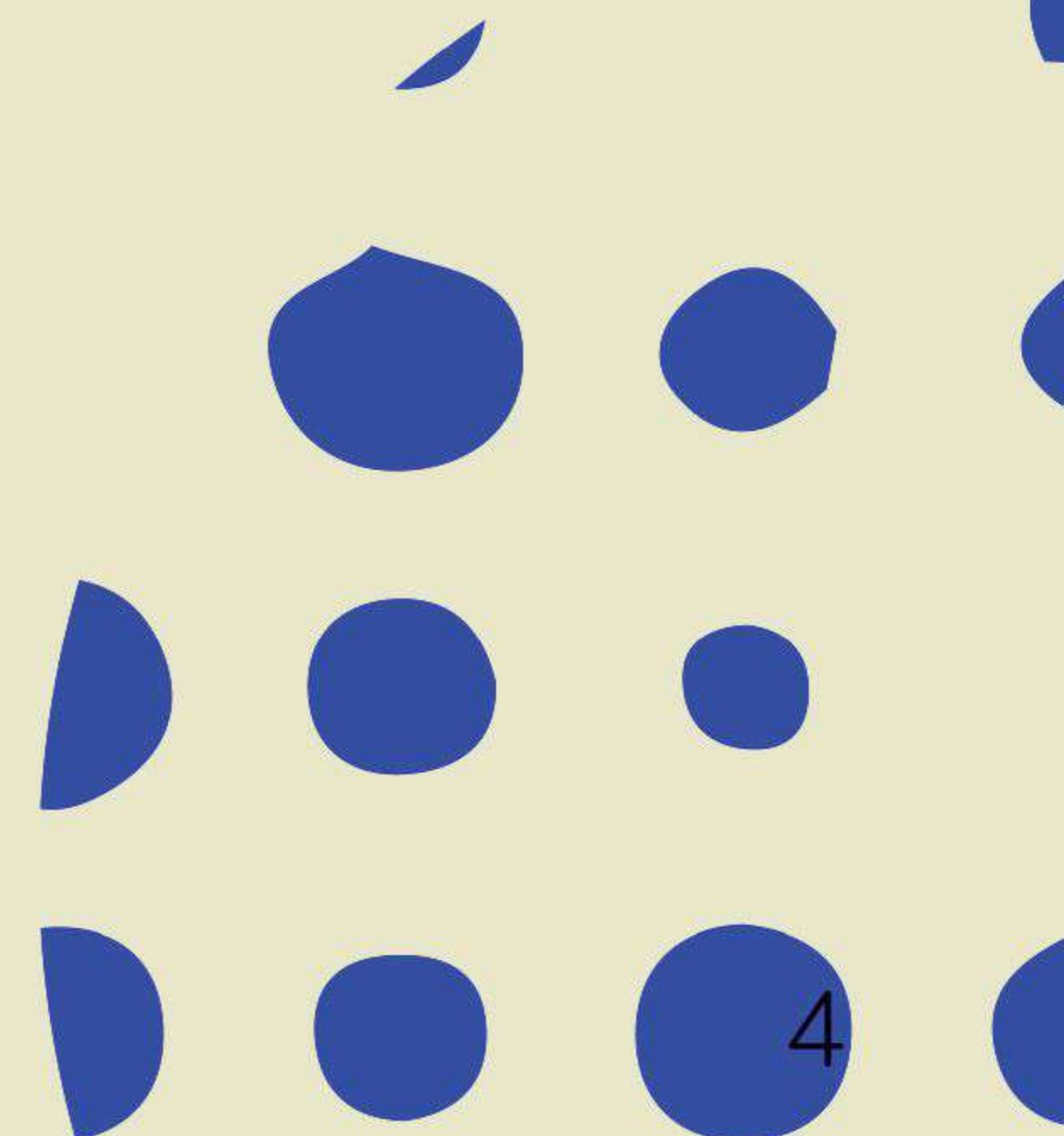
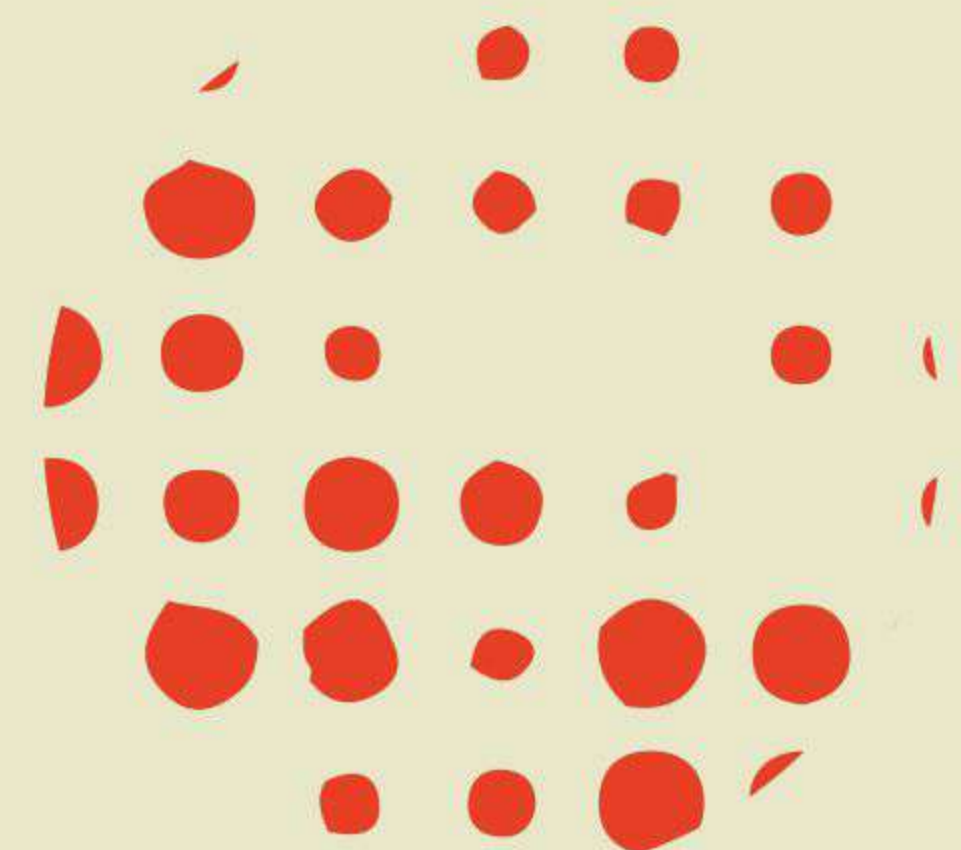


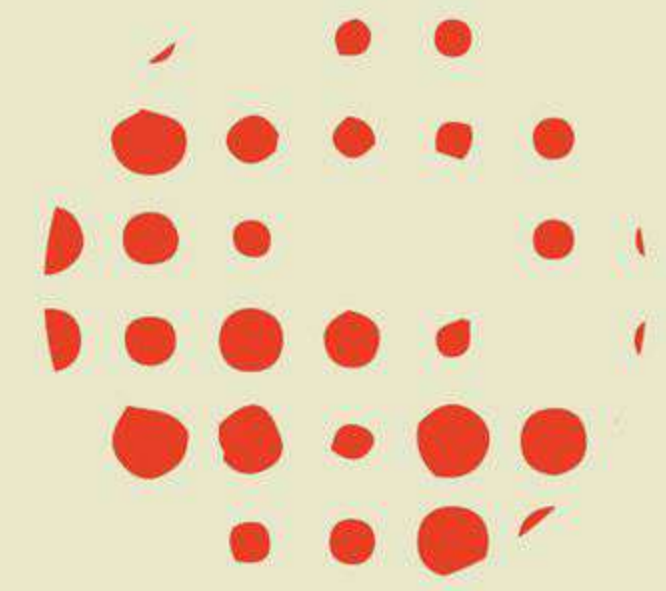
VISION

STATEMENT



Become the tea to-go business that is acceptably with its uniqueness yet so refreshing and widely known by the public with a positive image





MISSION

STATEMENT



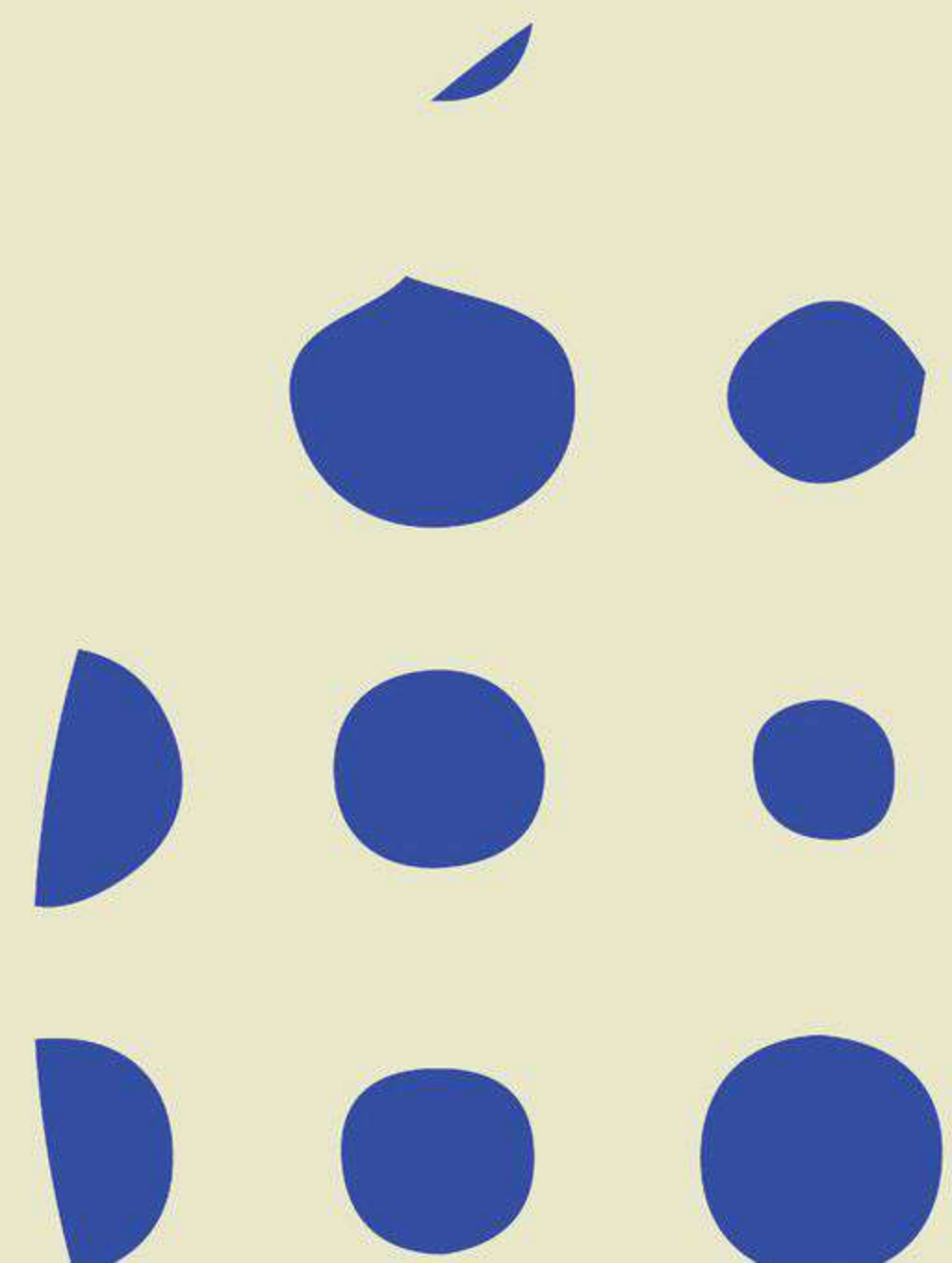
Providing a unique carbonated tea combine with fruit puree



Offering Chum Tea with an affordable price



Presenting its refreshness-feeling product that acceptable on Indonesian yet the best service that makes consumers feel satisfied



OUR MENU

Lavender Tea
Osmanthus Tea
Hibiscus Tea
Green Tea
Jasmine Tea



18K

SoChum Boba Series

Lavender Tea
Osmanthus Tea
Hibiscus Tea
Green Tea
Jasmine Tea



23K

+ Selasih Seeds

+ SAKURA BOBA JELLY

45K

Signature Cheese Cream

Signature Puree

Selasih Seeds

SoChum Tea

Sakura Boba Jelly



SIGNATURE CHEESE SERIES

Additional Topping

Yakult 6k | Cream Cheese 10k | Sakura Boba Jelly 10k

Signature Puree Series

32K

SoChum Tea +

CHOOSE YOUR PUREE



+ Selasih Seeds



ambience



CHUM tea

FURTHER INFO



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BRANDING & MARKETING
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NGELINA GOSAL
PARTNERSHIP & BUS. DEVELOPMENT
0878 8364 6898

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