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Bubble tea places open right now

Over the past few months, a new wave of bubble tea mania has taken over Japan, which has been widely reported on social media. Some people even use round black stickers to pretend there's a doll, or tapioca, in the tea. There are widespread rumors that Japanese gangs sell bubble tea for a living, making a really good profit. A pop-up paradise for bubble tea near Shinjuku Metro Station is now open and welcomes thousands of young people. Bubble tea madness is now on! By last May, statistics showed that Japan had more than 1,000 bubble tea houses. In Tokyo, the figure exceeded 300, including 78 in Shibuya, 66 in Shinjuku and 38 in Harajuku. Such density shows that bubble tea is popular with young people. Even in the Katsushika area, 13 stores were registered. Shinkoiwa is believed to be an area benefiting from policies at work, study and parenting in a bid to attract more young people to live in Katsushika. Lumiere, a popular shopping street, now boasts six bubble tea houses, making it easier to indulge in tapioca. This year is claimed to be the beginning of a bubble tea era by some enthusiasts due to the name of the new Japanese Imperial Age, which is pronounced similar to 'tapioca' in Japanese katakana. Earlier this year, a civilian survey of New Age names was conducted among high school girls in Shibuya. Tapioca was mentioned and ranked 12th in the final score. The revolution of bubble tea is really empowered by the younger generation, which is very stimulating to the local market. Bubble tea magic through a series of research and exploration, we noticed that bubble tea mania in Japan differs from that in China or Europe and America. Compared to that in China, the Japanese place more emphasis on the quality of a doll, which they prefer to call tapioca due to the ingredient used in magic balls. In Japan, when you say tapioca, it means milk tea with a doll. It's similar to those in Europe and America who like to call it a doll. Therefore, the best-selling products in a popular bubble tea shop are always the ones with tapioca. If you've learned anything about Japanese tea culture before, you'd know there are plenty of teahouses here, especially scattered around tourist attractions with tourists from all over the world, in order to showcase the tea culture they're so proud of. However, as science and technology progress, coffee has caught the tea, becoming a major beverage culture in Japan. Tea houses, on the contrary, want to break traditions and old school styles, looking for a way to connect with young lives. Inspired by bubble tea, many tea shop owners have started selling luxury bubble tea, which can be considered souvenirs. In the meantime, they're adding tapioca to their drinks. Mocha, a tea house in West Shinjuku, is one of them. Tea room... 7, a popular black tea shop in Soutama, has created a new bubble tea brand called Tea Stand... 7, trying to seize the new opportunity on Market. Now, they have two stores in Kitasando and Kinshicho. The third wave of bubble tea mania When a doll first arrived on stage, the Chinese people got it immediately, since it has a similar texture with a sticky rice ball, one of the traditional Chinese desserts. Therefore, it won't bother them if they have to chew while they drink tea. Coincidentally, there is a traditional dessert called Warabimochi in Japan, which has a similar texture to tapioca. As a result, the Japanese were stunned by Tapioca's first bite. Thanks to this special taste, bubble tea is considered the only food between desserts and drinks in Japan. Meanwhile, it also works as a dessert which can allow people to miss a meal if too busy. However, this function caused bubble tea to lose its first two chances to become a popular drink in Japan. The first was just after 2002, when bubble tea was only introduced to Japan from Chinese Taiwan as it did not have a clear and specific market destination. On the contrary, coconut and canalye, two other desserts presented simultaneously in Japan, stole their thunder. The second failure was because of its few flavours and varieties than savoury flavoured desserts and mafia desserts. Innovation in desserts and drinks in Japan and South Korea has been declining in recent years. Most stores adopted a similar strategy, which used famous IPs (intellectual property figures in movies or other pop cultures) to promote products. Customers quickly became bored with such a strategy. However, the Bubble Tea show suddenly took centre stage, making itself a special icon to attract customers. In Japan, this trend is most likely the third wave of bubble tea mania. Japanese doll madness behind the ideal taste – in Japan, tapioca is considered to be the true spirit / essence of bubble tea. The Japanese have done several studies on tapioca, which may be as many as the Chinese. It said two female students in Japan, who consumed over 1,600 cups of bubble tea in one year in total, referred to themselves as bubble tea experts. Due to this special title, they were even invited to appear on local entertainment programs. They did a tasting assessment on all the bubble tea sold in Japan. And they scored these products in terms of sweetness, taste, richness of tea flavor, etc. Besides common measures such as texture, taste or production methods, the size of tapioca is also considered to be a key component during their evaluation of the drinking experience. In fact, they believed that bubble tea from different brands should be treated uniquely to achieve an ideal drinking experience respectively because of different recipes, ingredients and additives. Let's take Gong Cha, one of the earliest bubble tea brands introduced to Japan, as an example. It is recommended to pump eight tapiocas in each sip of its unique black bubble tea for a fun taste of drinking and chewing. The power of my friend - A lot of young Japanese are heavy users of social media to learn everything possible from Instagram or Twitter. This tapioca mania was undoubtedly one of the new trends. Furthermore, it is also

perfect content for their Instagram/Twitter feed. As of this time, there are over 1.8 million posts under the hashtag #タピオカ (Tapioca) on Instagram. In fact, bubble tea also carries an unexpected value of advertising. A Japanese TV show interviewed people with empty glasses on the street at random. Then they concluded that many Japanese girls would think it fashionable to drink bubble tea. Furthermore, such cups are usually well designed, which is perfect for either decorating at home or showing off at school. Originated in China – Chinese two tea brands are the dominant players in the Japanese market. About 30% to 50% of bubble tea shops originate in China, including regular chain stores and concession stores. Some brands from Taiwan are still among the top options of Japanese people, such as Chun Shui Tang, Happy Lemon, and CoCo. Now even some famous sushi restaurants are selling bubble tea, trying to attract customers with a remarkably low price of 324 yen. We interviewed two bubble tea shop owners in Japan: Haoqing Ren, founder of BowRabit, and junior student Massa, the founder of miik, to share their experiences of starting their own business in Japan. BowRabit's first brick-and-sergen shop is located in Takdanovava. His signature drink is bubble tea with milk and cheese foam. And his logo is a black rabbit and an origami-style white bowl. Miik is a smaller store. Funded and operated by Massa and her classmate, the shop is Hong Kong-style milk tea and Portuguese-style egg cake. Q&A How did you open a bubble tea shop? Haoqing Ren: There are many Chinese-style bubble tea shops in Tokyo. Here, in Takdanovava, we have 14 stores. You can always expect a long queue outside any store. Bubble tea here is still not as good as those in China, however, they are still more popular than some local brands. My friends and I returned to China and tasted some of the leading brands of tea drink like HEYTEA, Nayuki, and LELECHA, especially unique milk and cheese foam. Such an addition has not yet been introduced in Japan. Therefore, we decided to start our own business and develop bubble tea with it, which can also embrace Japanese culture and be accepted by the Japanese people. The reason was really personal. After spending three years in Japan, I still have trouble drinking fresh milk tea here. The drinks at the dessert shops could barely live up to my expectation. While Taiwan bubble tea is gaining popularity, my favorite drink, Hong Kong-style milk tea is still nowhere to be found. If no one sells, I can just do it myself. So, I opened this store with my classmates and friends, after preparing for over a year. How's your business? Are your clients? Ran: Today we will have about 500 customers every day, 70% of them local. A third is female. Massa: We get 100 to 200 customers daily and 90% are local. We attract more male customers as our milk tea is less sweet. We have Hong Kong-style coffee tea. So the ratio of male and women clients is almost 1:1. Is there a new product or promotion in BowRabit recently? Ran: Now we're having a happy hour promotion before 10 a.m., 20% off. Coffee culture is deeply rooted within the Japanese people. Our biggest rival is 7-Eleven since office workers like to go there for breakfast. What's the challenge when you opened your shop in Tokyo? Massa: We thought it would be cheaper to open a store in Ikebukuro, but deposit and rent still cost more than 1 million yen, not including the budget for renovation, branding and advertising. My classmates at art school and I used our benefits to work together, including logos and interior design, developing menus as well as photography for our products. We're a team. What do you think of this round of bubble tea mania in Japan? Ran: This trend is not achieved in a day. It took years for bubble tea culture to root out in Japan. In the future, either the mania will last a few years, or the bubble drink will soon dissipate and become another daily drink for the Japanese. Japanese.

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