



팔공



PALGONG TEA

Brand Manual



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ABOUT US

PALGONG TEA Canada is a drink and dessert collective specializing in bubble tea. Established in 2019, we began with the mission to create human connections over tea' and now we are partnered with local and Canada-wide organizations and brands.

Our Story

Our foundation was molded from a collaboration between PALGONG TEA Canada and the DEAF CULTURE CENTRE. From a labour of love, our Def-T series was created — 8 delicious blends of organic, loose-leaf tea. Our first store and head office established in 2019 in Thornhill. Later, our flagship store opened in the heart of Distillery District, where we share the space and connection with the DEAF CULTURE CENTRE.

From then on, we have been continually creating partnerships with local and Canadian brands to share our vision and foster connections. We are no longer just a bubble tea shop but a 'communitéa' that showcases our signature menus and local partnerships.

BRAND IDENTITY

Our Story

Creating human connections over a cup of tea.

Our Symbol

“Palgong” stems from “80” or “ 팔공 ” in Korean - which represents the ideal brewing temperature for tea. This temperature reflects our philosophy of creating the perfect environment to warm not just tea, but people’s hearts.

Our Heritage

Our happiness stems for sharing our love for tea and sparking joy in others’ lives. We aspire to connect communities from behind the scenes to the people we serve. Moving across the world from South Korea to Canada, Palgong Tea Canada was established, connecting communities, people, and tea.



Our Mission

To serve our finest quality of tea that blends diverse flavours and communities together - we are no longer a community but a **'communittea.'** We bring joy to our **'communittea'** through our wide portfolio of products and partnerships where there is something for everyone to enjoy.

Our Personality

Palgong Tea's personality represents an innocent archetype. With a community-oriented mindset, we represent an inclusive and optimistic attitude. Our customer/brand relationship is summed up as a "third home". We consider every stakeholder a part of our **Palgong Tea family** — and we want everyone to feel at home when they step inside any **Palgong Tea store.**

Our Values

Supporting our local 'communittea'. Unparalleled customer service. Using tea blends of the highest quality. Classic menu that stays true to its Korean-Canadian roots. Continual partnerships with local and nation-wide brands.



Simple &
Unique Design



High Quality
Ingredients



Lean Operation
System



Affordability



Environmentally
Conscious



Breaking Down
Social Barriers



Low Capital
Investment



Plug and
Play

OUR MENU DRINKS



Milk Tea



Milk Tea With Foam



Original Tea



Coffee



DEF-T



Ade



Fruit Tea



Smoothie

OUR MENU

DESSERTS



LOVE • ME • SWEET
JAPANESE CHEESECAKE



THE
[SOCIAL
BLEND]

MACARONS



SILVANA

CURRENT LOCATIONS CANADA



ONTARIO

- Steeles
- Distillery
- Finch
- Zoo - Caribou
- Annex
- Yonge/Bloor
- HWY 7
- Zoo - Thorntree
- Stouffville
- Metro Square
- Science Centre

QUEBEC

- Mile-End
- Montreal #2

VANCOUVER

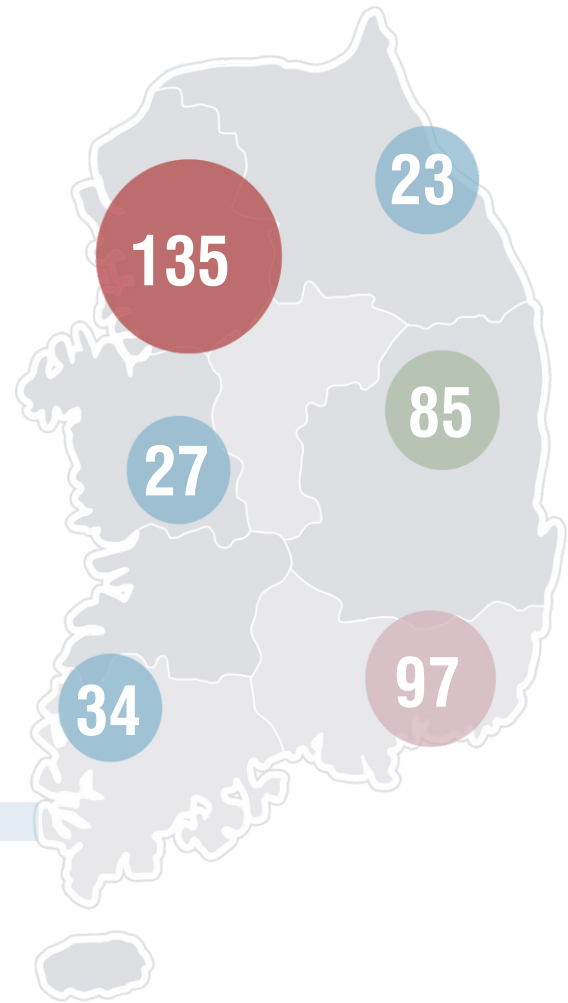
- Two New Locations



CURRENT LOCATIONS
SOUTH KOREA

Over 400 locations in South Korea

400 +



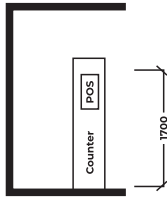


Shop Design
Concepts



Concept A

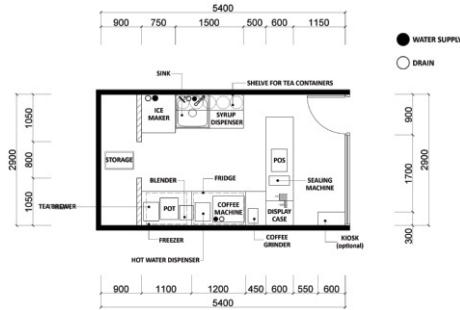
Pre-Made Delivery Stand



- Pre-made beverages from select menu
- No equipment or renovations required
- Made and delivered to your stands from corporate locations
- Low risk method to increase your variety of offerings
- Only required 3 square feet of counter space

Concept B

Express Location



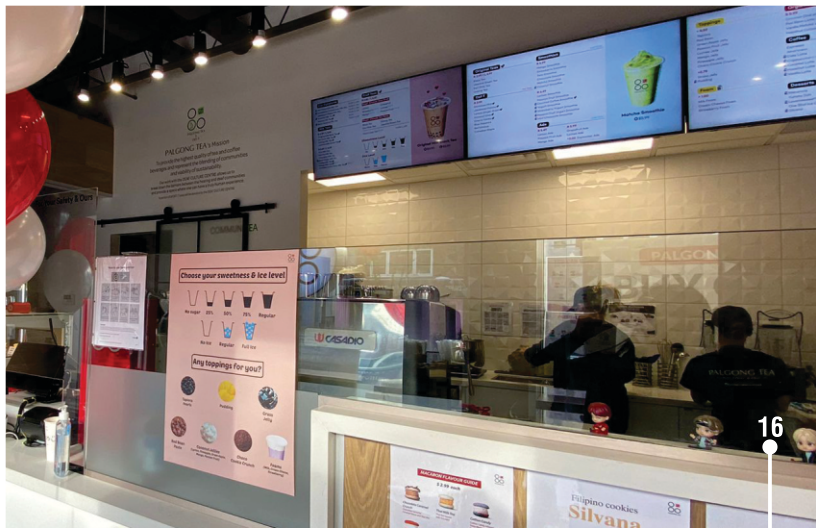
- Express To-Go concept
- No seating area
- Full range of menu items
- Only requires 350 square feet

Concept C

Full-Concept Location



- Full concept tea shop with seating area
- Full range of menu items
- Minimum 500 square feet required



CONSTRUCTION COST

200-300k

**FOR LOW COST BUILDOUT
INCLUDES EQUIPMENT COST
2-3 MONTHS LEAD TIME
MINIMAL EQUIPMENT COST**



Product
Cost

20%-25%



Average Ticket
Amount

\$11-14



Capture
Rate

3-5%

based on minimum
5000 sample size



Opening first location in
Vancouver, BC
this summer

Already in Ontario and Quebec
Ready to enter Alberta and rest of east coast in late 2023.

SUSTAINABILITY



Paper Straw



Silicone Cups



Bubble tea tumblers



Bubble tea infusers

PARTNERSHIP

The Deaf Culture Centre



The **DEAF CULTURE CENTRE** pushes Deaf culture forward into the world in a new way where old assumptions are challenged. The CENTRE is receptive and open to all cultures, but its primary function is to enrich and elevate the achievements of the Deaf community for everyone to understand and appreciate.

The **DEAF CULTURE CENTRE's** head office shares the space with **Palgong Tea's Distillery** location. The space leading to our store showcases work from Deaf visual and performing artists from paintings to thought provoking sculptures.

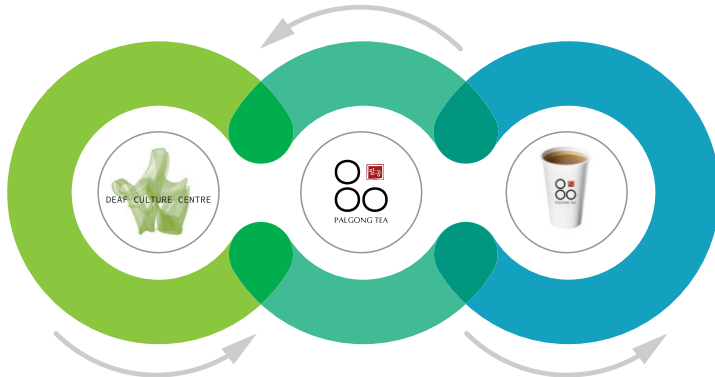


Giving Back to the Community

A part of our proceeds are shared with the **DEAF CULTURE CENTRE** which in turn goes back to the Deaf community.

Equal Employment Opportunity

We hire deaf staff without discrimination and are able to provide service to deaf customers in ASL creating an inclusive environment that promotes the breaking down of social barriers and blending of communities.



Canadian Cultural Society of the Deaf

To whom this may concern:

We are pleased with the new partnership between the DEAF CULTURE CENTRE and Palgong Tea Company designed to enhance the experience of visitors in a signing environment in the Distillery District of Toronto, a revitalized heritage site. It is here that visitors/customers can sip on specialty drinks from Palgong Tea and to see Deaf culture in action along with displays of Deaf arts and exhibits. This significant and strategic enterprise is indicative of the forward-thinking innovation and framework for social responsibility.

One of our core mandates is to feature and foster high quality Deaf visual and performing artists' work to significantly increased audiences, with increased numbers of artist works, increased and strengthened partnerships to build and solidify capacity and our place in the arts eco-system. Partnering with the Palgong Tea Company allows us to expand social enterprise to create Deaf jobs; providing exposure to Deaf culture heritage and arts in a natural Deaf cultural space; and contributing to financial stability to sustain the Canadian Cultural Society of the Deaf (CCSD). It is an ethical framework for social responsibility.

We are now at a tipping point in building capacity through these arts partnerships and increased exponential exposure – integral vital and authentic part of the Canadian arts eco-system. If others beyond our community can see the value of Deaf community, Deaf culture and sign language, that is truly inclusive in society.

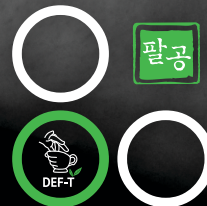
By bringing together Deaf and hearing worlds, we look forward to what our partnership can create.

Joanne Cripps

Joanne Cripps
Executive Director

DEF-T

Our cross branding project with the DEAF CULTURE CENTRE. 8 delicious blends of tea curated to express Deaf Culture in every cup.



PALGONG TEA
X
DEF-T



COCONUT CHAI
Black Tea 70g 2.5 oz



JAPANESE HOJICHA
Green Tea 70g 2.5 oz



LEMON GINGER GREEN
Green Tea 70g 2.5 oz



CANADIAN MAPLE
Herbal Tea 70g 2.5 oz



MOROCCAN MINT
Green Tea 70g 2.5 oz



BERRYLICIOUS
Herbal Tea 70g 2.5 oz



CHERRY VANILLA
Black Tea 70g 2.5 oz



BLUE SAPPHIRE
Herbal Tea 70g 2.5 oz

THIRD PARTY

Alongside our partnership, we continually collaborate with other brands to expand our range of products that we offer to our valued Palgong Tea family. From desserts to innovative drinks, our range is broad - catering to our inclusive and diverse 'communittea.'

Throughout the next pages, we will showcase some of our popular third-party products.



Jakeman's Maple Syrup

Jakeman's is a family-run maple syrup producer that takes pride in working with over 200 local maple farms across Ontario. Staying true to Canadian roots, Palgong Tea's signature Jakeman's maple milk tea is made with Jakeman's pure maple syrup.



Jakeman's Maple Products

(A Division of Auvergne Farms Limited)
45414 Trillium Line, R.R. #1
Beachville, Ontario, Canada N0J 1A0
Phone: (519) 539-1366 1-800-382-9795
Fax: (519) 421-2469
Email: info@themaplestore.com
www.jakemansmaplesyrup.com

"Voted #1 Best Tasting Maple Syrup in Canada" - National Post

July 3, 2020
Partnership Letter

Palgong Tea Company
Toronto Ontario

This letter is to acknowledge the partnership agreement between Jakeman's Maple Products and Palgong Tea Company.

Jakeman's is a family run Maple Syrup producer that takes prides in working directly with over 200 local maple farms across Ontario. We understand the social responsibility we have to our workers and industry to produce top rated products in a healthy and safe environment, and to ensure we meet and surpass all industry standards.

We are excited to be partnering with Palgong teas and their efforts in social enterprises that create deaf jobs, provide exposure to Deaf Culture Heritage and arts in natural deaf cultural space, and their contributions to financial stability in order sustain the Canada Cultural Society of the Deaf.

We are proud to be working directly with Palgong Tea to create the first ever Maple Bubble Tea in Canada, using 100% Pure Maple Syrup, and look forward to our future projects in the years to come.

Best Regards,

Chad Jakeman CEO
Jakeman's Maple Products

Yummy Doh

Yummy Doh is an award winning innovative product that provides Raw Edible Vegan cookie dough. We provide consumers the luxury of enjoying our products Raw or Baked. All **Yummy Doh** products are dairy free, vegan and have no preservatives or artificial colours.



SILVANA

From a local bakery in Toronto we are proud to present a Filipino dessert staple into **Palgong Tea**.

We offer a handpicked range of flavours, specially curated for our **Palgong Tea family**.



9 Signature
Flavours



Macarons - The Social Blend

We are proud to be partnered with this local patissiere and coffee shop as they take on the classic French dessert stuffed with luscious butter-cream in a variety of flavours.

These delicate treats are made in-house using premium ingredients from our trusted partners to ensure you taste only the most refined flavours. Select from nine classics and six rotating monthly **macarons**.

THE
[SOCIAL
BLEND]

PALGONG TEA

A Cup Of Joy



palgongtea.ca