



FOR IMMEDIATE RELEASE

Ai-CHA Ice Cream & Tea Heats Up South Africa with the Official Launch of its New Hot Drinks Menu

JOHANNESBURG, SOUTH AFRICA – April 03, 2026 – Ai-CHA Ice Cream & Tea, the global sensation in the beverage and dessert industry, is proud to announce the official launch of its highly anticipated Hot Drinks Menu across all South African outlets. Starting today, fans of the brand can experience a cozy evolution of the Ai-CHA experience, designed to provide warmth, comfort, and premium flavor without compromising on the brand's hallmark of affordability.

The Ai-CHA story began in 2019, founded by the Li Brothers with a singular, ambitious vision: to democratize the luxury of high-quality tea and ice cream. The brand name itself—a combination of the Chinese characters “**Ai**” (**Love**) and “**CHA**” (**Tea**)—serves as the foundation for everything the company does. It represents a commitment to sharing a universal "Love for Tea" with the world.

In less than a decade, Ai-CHA has transformed from a single storefront into a global powerhouse, boasting a network of over **2,000 stores worldwide**. From Asia to the Middle East, and now making significant waves across Africa, the brand has achieved remarkable success by maintaining strict quality controls and a playful, inviting atmosphere. Since the first South African store opened its doors, the local response has been phenomenal, proving that the South African palate appreciates the perfect balance of tradition and modern innovation.

Introducing the Hot Drink "Hero" Collection

As the seasons shift, Ai-CHA is expanding its repertoire to ensure that "Love Life, Drink Ai-CHA" remains a year-round mantra. The newly launched Hot Drinks Menu features a specialized selection of **Hero Products**, each meticulously developed by a global R&D team to offer a sophisticated sensory experience:

- **Ai-MILK Tea with Brown Sugar Pearls:** This is the ultimate comfort in a cup. Ai-CHA has taken its signature, rich milk tea and served it at the perfect temperature to enhance the deep, caramelized notes of the famous chewy brown sugar pearls.
- **Mango Milk Tea with Real Mango Pieces:** Breaking the mold of traditional hot teas, this indulgent delight brings a tropical twist to the heat. It is a creamy, velvety brew loaded with authentic, succulent fruit pieces, offering a unique texture and a burst of natural sweetness in every sip.
- **Ai-CHA Original Signature Tea:** For the tea purist, this beverage is a masterclass in simplicity. It features a beautifully balanced, freshly brewed base that highlights the floral and earthy notes of the high-quality tea leaves that have made Ai-CHA a global leader.
- **Ai-KA Americano Coffee:** Recognizing the South African love for a robust brew, the hot coffee line—led by the bold and smooth Americano—provides a premium caffeine kick. Using high-altitude beans, it delivers a clean, energizing finish at an accessible price point.

The core goal of Ai-CHA remains steadfast: "To spread happiness through high-quality, affordable tea and ice cream." The brand operates on the belief that premium experiences should not be reserved for a select few. Ai-CHA strives to serve as a community hub where friends and families can gather to enjoy "the sweet moments" of life.

By diversifying into hot beverages, Ai-CHA is addressing the seasonal needs of its customers, ensuring that whether it is a scorching summer afternoon or a crisp winter morning, there is always an Ai-CHA product ready to brighten the day. This launch is a testament to the brand's commitment to being a "Total Beverage Solution" for its loyal fans.

Strategic Growth and the Future of Ai-CHA South Africa

South Africa is a cornerstone of Ai-CHA's African expansion strategy. To achieve its long-term goals of becoming the country's preferred beverage destination, the brand is executing a comprehensive four-pillar strategy:

- **Hyper-Local Accessibility:** Ai-CHA is aggressively expanding its footprint into high-traffic urban centers, shopping malls, and local suburban hubs to ensure a store is always within reach.
- **The Price-to-Quality Revolution:** By leveraging a massive global supply chain, Ai-CHA provides premium-grade ingredients—from real fruit to high-end tea leaves—while maintaining price points starting as low as **R20**.
- **Entrepreneurial Empowerment:** Ai-CHA is committed to the South African economy, offering a world-class franchise model that allows local entrepreneurs to flourish with **100% profit retention**, fostering job creation across all nine provinces.
- **Localized Innovation:** The R&D department continuously listens to the South African consumer. The inclusion of real fruit in hot teas and a dedicated coffee line (Ai-KA) are direct responses to local preferences and cultural tastes.

"The South African market has embraced our mascot, our message, and our flavors with incredible enthusiasm," says the Ai-CHA South Africa Management Team. "The launch of our Hot Drinks menu this April is a celebration of that relationship. We are here to stay, and we are here to keep South Africa warm, happy, and refreshed."

ABOUT Ai-CHA Ai-CHA Ice Cream & Tea is a global beverage brand dedicated to providing high-quality, affordable specialty teas and soft-serve ice cream. With over 2,000 stores globally, Ai-CHA combines fresh ingredients with innovative recipes to create a joyful experience for customers of all ages.

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