



La Kaffa Group is a prominent Taiwanese corporation which is renowned for its successful shake drinks brand, Chatime, the global leader in the bubble tea industry with over 450 locations worldwide. After continuous success with franchise operations, La Kaffa seeks to expand their multi-brand strategy to New York City. Combining the ideals of meal, beverage, pastry and desserts, La Kaffa plans to open flagship stores with the same magnitude as its counterparts in Asia by the end of 2015.

With an optimistic attitude, La Kaffa Group sees the American market as the next key area for development. Starting in California, La Kaffa has been expanding its store coverage among major cities in both east and west coasts. In recent years, New York has become a stage where European and Asian brands come to promote and showcase themselves to the world. With New York City being the hallmark of the fashion industry, brands often thrive and gain their fame here first. Success stories in the QSR industry include Shack Shake, Ippudo Ramen, and multiple Korean coffee houses. La Kaffa aims to become the first Taiwanese dining chain to set foot in New York.

The Chairman of F&T Group, Michael Lee, and the Chairman of La Kaffa Group, Henry Wang, will hold a signing ceremony on the morning of March 31st. New York City Mayor's office, New York State Senator, Toby Stavisky, New York State Assemblyman, Ron Kim, and New York City Councilman Peter Koo will all send representatives to attend the ceremony. Director of Queens Economic Development Corporation, Seth Bornstein, will also be present to support F&T Group and its efforts for community development. La Kaffa's first store will be opened inside F&T's One Fulton Square at the intersection of Roosevelt Ave. and Prince Street. Success will be promising as it will be located in a prime location with close proximity to the 7 train and LIRR Flushing Main Street Station. Flushing is New York's third busiest shopping district with a daily flow of over 100,000 people.

One Fulton Square is a mixed-use development which will combine Hyatt Place Hotel with a variety of cuisines from around the world. Hyatt Place Hotel has already

proved itself successful by achieving the highest occupancy rate in the area since its opening in June of 2014. Hyatt Place is also listed as the best hotel in the Flushing area on the trusted traveling website, TripAdvisor.com. La Kaffa Group plans on introducing their specialty bubble teas, pastries, and don katsu cutlets to the New York audience. Doing so will certainly attract local residents and tourists alike and introduce Flushing to a whole new dining experience and culture.