



WE ARE NOT PAINTERS,
BUT WE DRAW
PEOPLE SMILES!

#meitodrawsyouasmile

BRAND PRESENTATION
BY MEITO



1ST



There was an idea.

Then the idea bubbled into a lovely business.



2009

2010



2014



Roll back

To a summer vacation to Los Angeles in 2009. Our founder met and fell in love with "Bubble Tea", a stunning combo of tradition (tea base) and 21st century cool (fun flavors with a choice of popping bobas or jelly toppings).

Time to bring Bubble Tea to Germany with her own top-secret recipe, brewed with love and a healthy heaping of mischief.

One year later - meet MEITO !



Launch of The

MEITO Store!

Open for franchise, Home with its "game face" on. Lots of brewing of new ideas, and a new menu for yummy, healthy food.



Family Philosophy

Will it make you and us feel good?



The MEITO teams are fanatical about fun, fairness, and quality. We're dedicated to creating spaces where people can chill, care about each other, and refresh with heaps of healthy brain and body fuel.

First Bubble Tea

Store opened in Munich



MEITO's Mission

Making life fun. MEITO draws you a smile! #MeitoDrawsYouaSmile





Make Yourself at Home.

Relax, Refresh and Socialize!

Feel good with friends - fun-infused drink experiences, quality, ultra healthy food and bubbling company.

The MEITO Store Design is centred round the concept of “home away from home”, where customers can relax, chill or socialize just as they would in their own home. Warm colors and

natural, repurposed materials create an informal, welcoming ambience, with comfort and companionable seating arrangements in mind. Think sociable, comfortable, and sustainable.



**OUR FAMOUS CONCEPT...
BUBBLE TEA.... OUR SPECIALITY!**

What is Bubble Tea?

Traditional Tea Meets Crazy Cool!

Take a quiet little cup of tea minding its own business, blast it with a milk or fruit flavor or syrup, throw in the “bubbles” (yummy bites of jelly or tapioca pearls), and get ready for an explosion of fun.

Hot or Cold – Bubblelicious!

A never-ending experiment of a drink! With **6,615,000** unbelievably unique combos and an average of just **40Kcal/100ml**, this is seriously the coolest beverage on the planet.

**WE
RE-INVENTED
BUBBLE
TEA!**

Every day is straw-slurping good!

MEITO has re-invented Bubble Tea, from a single treat into a way of life and social experience, with our MEITO Dispensing Machine, a “state of the art” invention created exclusively for us by the finest German electronic engineers and robotics designers. Capable of producing endless wonder in seconds, you will find a MDM burbling to itself at the heart of every MEITO Store.



Now you know why one of our co-founders was determined to bring Bubble Tea to Germany!

Passionate about consistently awesome food and beverages

Humans cannot live on Bubble Tea alone. That's why we also offer a yummy menu with oodles of calorie-conscious, healthy bites, whatever time of the day you feel like munching.

At MEITO, our high standards and passion for consistently excellent food and beverages are all part of making you and us feel good. Along with our famous Bubble Tea, MEITO delights the senses with yummy, "work of art" snacks designed to create the "chill, relax, refresh" experience. Delicious, visually eye-catching awesomeness. Speciality coffees, teas and juices provide a little extra sparkle.

Using sustainable, in-season, locally grown ingredients, MEITO represents the best of home-cooked meals - healthy food surrounded by great company. Home away from home.

Breakfast . Lunch . Dinner

- Bubble Tea**
- Hot Tea
- Juices & Milkshakes
- Coffee & Espresso
- Iced Coffee
- Frozen Coffee

- Salads & Salad Bar
- Sandwiches
- Burgers
- Pasta & Platters
- Desserts & Frozen Yogurt .
- And more



GET READY FOR THE PAR-TEA

Meito's Eatery



Meito's Express



Meito's Mobile



Meito's Double Decker



Oman
Al Muzn Mall
Al Mouj
Swiss-Belinn
Mall of Muscat

Al Mouj Masjid
(Opening Q4-2020)
Mall of Oman
(Opening 2021)

Lebanon
Ein Mreissah
The Spot Choueifat

ORIGINATED IN GERMANY





**BRAND
PRESENTATION
BY**
MEITO

MEITO FRANCHISE INTERNATIONAL LTD
www.meito.me

SPREAD YOUR SMILE :)
@meitofficial Instagram Facebook
www.meito.me