

ZUS COFFEE® BRAND PROFILE

MARCH 2026



MAKING SPECIALTY A NECESSITY FOR THE WORLD

For many, coffee is a daily necessity.
Specialty coffee, however, is often seen as a luxury.

We started ZUS COFFEE to change this perception.

With quality ingredients, sophisticated coffee brewing technology and a digital-first business model, we're evolving the concept of coffee consumption to make specialty coffee accessible for everyone, everyday, everywhere.

And that is our promise,

**To be the #1 tech-driven
coffee disruptor.**



KALDI & THE DANCING GOATS

An Ethiopian goat herder named Kaldi discovered coffee when his goats ate mysterious red berries, becoming lively and dancing around. Curious, he tossed the berries into a fire, and the rich aroma of roasting beans filled the air—marking the accidental discovery of coffee.

From that day forward, Kaldi became a zealous advocate for the power of these remarkable beans.



ZUS®
COFFEE

ZEAL + US

Inspired by Kaldi's curiosity, we embraced the mission of delivering a great cup of coffee. Because we think that everyone, no matter where they are or what they're chasing in the zealous pursuit of their own lives, a cup of coffee is more than just a beverage - it's the reminder to keep going.

And if a coffee shop can do it, what's stopping you from going after your dreams? **We aim to be your global cafe or your next stop, where every cup is a familiar Necessity.**

That's why we make coffee that's accessible to all and as unique as the lives you lead. From vibrant flavours to the perfect brew, it's **a Necessity, not a Luxury**

BREWING GLOBALLY, **ONE CUP AT A TIME**

~1,000 stores

IN 2026



MALAYSIA

863 STORES



THAILAND

16 STORES



PHILIPPINES

160 STORES



PAKISTAN

1 STORE



SINGAPORE

6 STORES



INDONESIA

Q2 2026



BRUNEI

9 STORES



**Certified Halal in
June 2022**

BRAND VALUES



ACCESSIBILITY

ZUS COFFEE delivers daily necessities by democratising high-quality coffee, making it accessible to our ever-growing community, with affordable pricing and convenience.



INNOVATION

Driven by technology, ZUS COFFEE offers a seamless in-app user experience that leverages data to understand our customers and their preferences.

QUALITY

ZUS COFFEE has partnered with renowned Coffee Roasters locally and commits to the practice of only procuring Direct Trade Beans to ensure full control of the quality & price point.



COMMUNITY

In Z(US), there's no ZUS without U! We are what we are because of our community of baristas and customers who are looking for a Necessity in their everyday lives.

Top 5 in App Store Rankings



ZUS COFFEE
Specialty Coffee Delivery

TOP 5



247K
FOLLOWERS



204K
FOLLOWERS



212.9K
FOLLOWERS

ZUS
COFFEE

a Necessity,
not a Luxury



ACHIEVED

OVER 11.1 million users
in the ZUS App

WITH

over 195 million cups
served to date

ACROSS OVER

1,000 outlets

THE ZUS APP



While ZUS App is on a revolutionary scale of its own, we do not forget that the core of our brand is our customers.

MEMBER TIERS

Easy Goer ➤ Rising Star ➤ Super Addict ➤ Elite

APP FEATURES

- Pay with ZUS Balance for the quickest checkout experience
- Auto-detect the outlet closest to you for Pickup or Delivery
- Track your orders in-app with real-time updates
- Enjoy App-exclusive limited time offers

MEMBERSHIP REWARDS

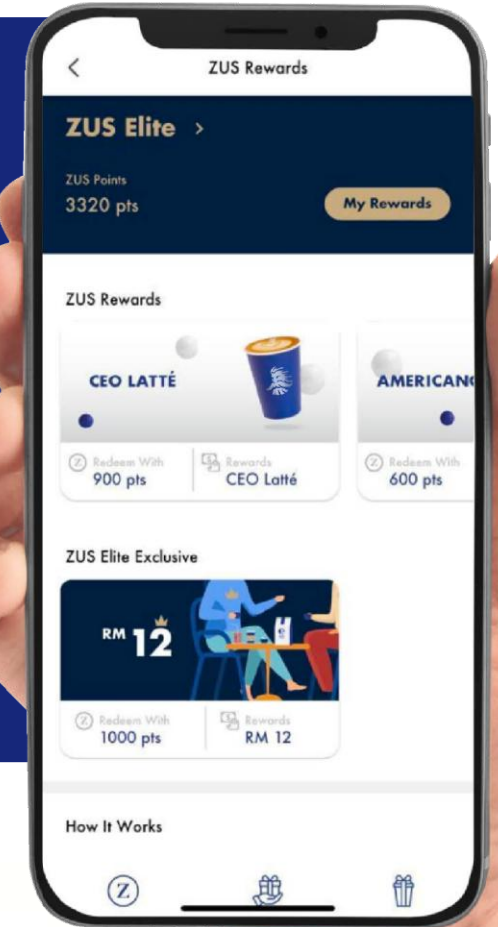
- Complimentary Drinks
- FREE Delivery
- Birthday Treats
- Up to 3x of ZUS Points Earned
- VIP Access to Events
- Monthly Exclusive Vouchers
- Priority Support with our Customer Happiness Team



9M+

ZUS Coffee Club Members

A way to value loyal customers through advanced app features and worthwhile rewards.



OUR MENU

Effortless enjoyment for
everyone, everywhere, everytime.



An inclusive menu with diverse selections for everyone



BESTSELLERS



FRAPPÉ

**Velvety Caramel Treat
Salted Caramel Frappé**
RM 15.20



**Refreshing
Honey Lemon
Peach Frappé**
RM 15.20



**Classic With A Twist
Spanish Latté Frappé**
RM 15.90



Japanese Matcha Frappé 15.90
Java Chip Frappé 15.90
Cheese Crème Strawberry Frappé 15.90
Watermelon Frappé 15.20
All Day Brownie Frappé 15.90

COFFEE+

**Best-Selling Brew
CEO Coconut Latté**
RM 10.90



**Creamy Butter, Bold Flavour
Buttercrème Latté**
RM 11.20



**Fruity Pick-Me-Up
Orange Americano**
RM 8.90



Pomelo Americano 8.90
Coconut Latté 9.90
ZUS Gula Melaka 11.20
Velvet Crème Latté 14.20
Watermelon Latté 11.20

COFFEE

CLASSIC

**Daily Necessity
Americano**
RM 6.90



Espresso 4.20
Iced Shaken Double Espresso 11.20
Cafe Mocha 13.90

Cappuccino 10.20
Flat White 10.20
Cafe Latté 10.20
Caramel Macchiato 12.90

CHOOSE YOUR BEAN

100% Arabica Specialty Coffee Beans Freshly Roasted

LYDIA	BOSS
<ul style="list-style-type: none"> ✓ Fruity ✓ Nutty 	<ul style="list-style-type: none"> ✓ Dark Chocolate ✓ Smoky
<ul style="list-style-type: none"> • Indonesia • Brazil • Papua New Guinea 	<ul style="list-style-type: none"> • Brazil • Ethiopia • Colombia
Roasting Degree ●●●●●	Roasting Degree ●●●●●

NON-COFFEE

TEA

**Peach Perfect
White Peach
Oolong Milk Tea**
RM 11.20



**Berry Zen
Matcha
Strawberry Latté**
RM 14.20



Not Pistachio Latté 13.20
Jasmine Milk Tea 11.20

CHOCOLATE

**Classic Cocoa
Australian
Chocolate**
RM 13.90



REFRESHER

**Peachy Perfection
White Peach
Limau-nade Tea**
RM 6.90



Pink Lemonade 8.20
Lychee Strawberry Cooler 9.20
Tahitian Lime Refresher 11.20
Mixed Berries Refresher 11.20

ADD-ONS

COFFEE
Extra Espresso Shot +RM 2.00

SYRUP

French Vanilla Syrup
Salted Caramel Syrup
Roasted Hazelnut Syrup +RM 1.90

DRIZZLE

Caramel Drizzle
Chocolate Drizzle
Gula Melaka Drizzle +RM 1.90

TOPPING

Chocolate Chip +RM 1.90
Coffee Jelly +RM 1.90
Whipped Cream +RM 2.00
Velvet Crème +RM 2.00

MILK CHOICES

Soy Milk +RM 2.00
OATSIDE +RM 3.00
Almond Milk +RM 3.00

ZUS COFFEE

NO.1 Malaysia NO.1 Coffee Chain

a Necessity not a Luxury H Hot ONLY C Cold ONLY



100+
DRINKS
SELECTION

26+
DRINK SERIES
LAUNCHES

23+
FOOD
SELECTION

David Yong International Franchise

Prices displayed are in Ringgit Malaysia (RM) and inclusive of 6% SST. Products shown are for illustration purposes only.



ZUS COFFEE HEROES

**SPANISH
LATTÉ**

**30mil +
cup sold!**



CEO LATTÉ
**8mil +
cup sold!**





OUR **RISING** STARS

8,000,000+

cups sold



Buttercreme Series



OUR **RISING** STARS

5,000,000+

cups sold



matcha
macam
SERIES



OUR BEANS

We are serious about bean to cup quality, sourcing only from champion coffee plantations.



Partnering with only the best farmers in the region

We source from only the best coffee specimens from over 25 countries across 4 continents.


Our roasting partner's stringent attitude toward quality means they come decorated with ISO22000, HACCP, & Halal Certificates.



Curated Blend of Beans for Customer's Preference




OUR BEAN BLENDS



BOSS BEAN
Profile: **BOLD**

- Smokey
- Dark Chocolate
- Caramel

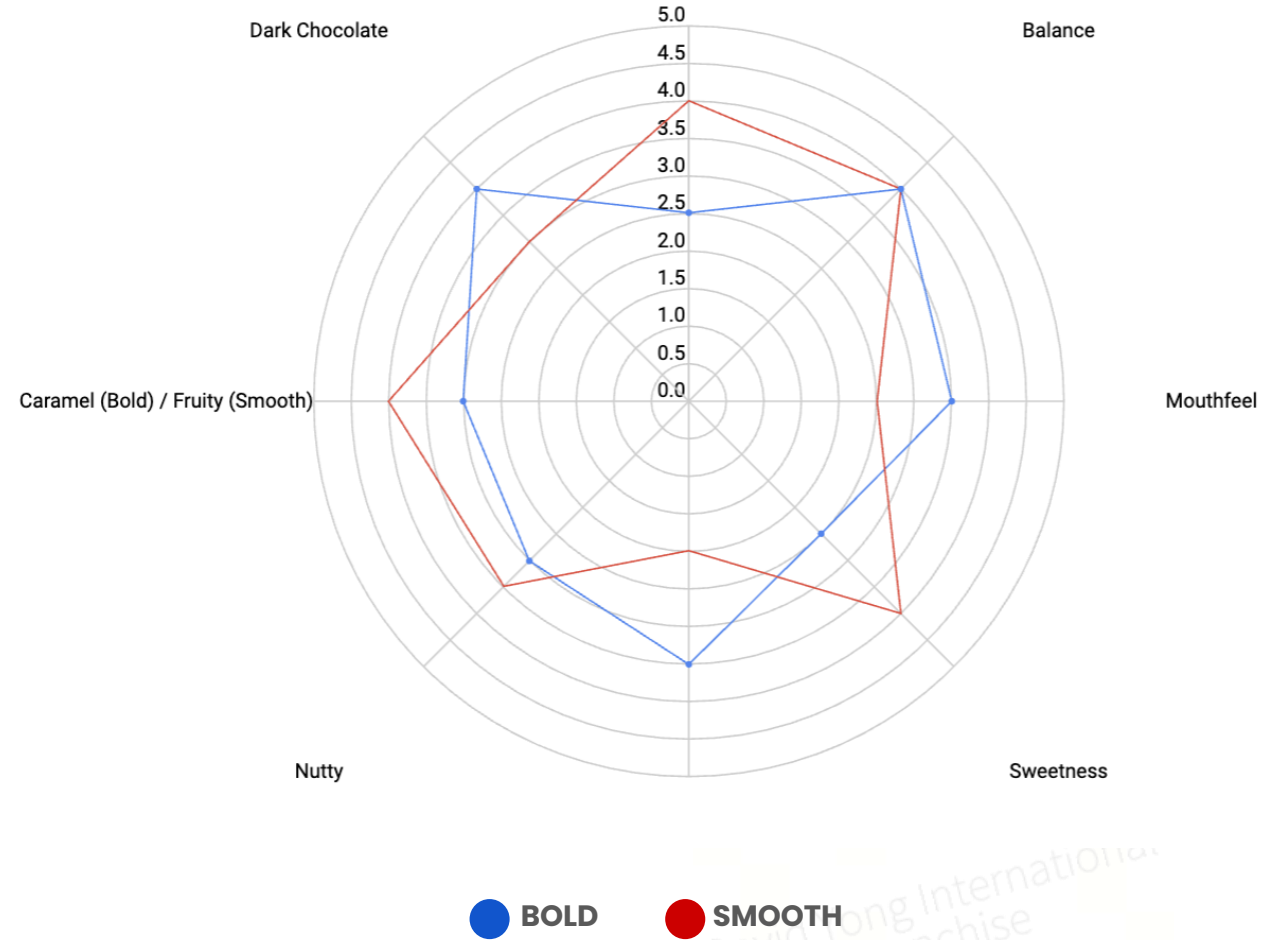
Light ——— Dark
Medium Dark Roast



LYDIA BEAN
Profile: **SMOOTH**

- Nutty
- Fruity

Light ——— Dark
Medium Roast





OUR FOOD

An assortment of food selections that pair with our drink offerings.



Food As A Complementary Pairing for Day-time Part Meals



ASSORTED PASTRIES

Light bites as an add-on to your handcrafted drink



ASSORTED CAKES

For sharing with friends & family in a group



HOT MEALS

Fuss-free quick, hot meals



ZUS BITES

Catering for those truly on-the-go



23+
FOOD SELECTION

Our food assortment aims to complement your handcrafted drink.

The categories under food currently include:

PASTRIES

CAKES

HOT MEALS

ZUS BITES

David Yong International Franchise

OUR FORMATS

OUTLET TYPES OVERVIEW



At ZUS, outlet types are designed to match a wide range of trade areas while maintaining a consistent brand experience.

Each concept focuses on creating a welcoming space for customers to enjoy high-quality coffee and light bites — whether they're relaxing, socialising, or working. Design elements like ambient lighting, barista visibility, and layout efficiency play a key role. Unique experiential touches such as open barista counters or artisanal prep zones further elevate the in-store experience.

Our current outlet types include the following:



Kiosk



Retail



Drive Thru



Mobile Concept



FORMAT: KIOSK

Flexible & Efficient Presence in High-Traffic Areas

A kiosk is a compact, self-contained unit designed for high-traffic trade zones.

It is typically placed in common areas of malls, supermarkets, hospitals, universities, office towers, and mixed-use developments — offering strong visibility and convenience for grab-and-go traffic.

Kiosks can be strategically located anywhere within the leased premises, as long as necessary provisions such as power, water, drainage are made available.



FORMAT: RETAIL



Standalone Space with Full Brand Immersion

Retail outlets are full-unit spaces located in shop lots or designated commercial units, either with ready- or to-be-provided provisions from the landlord.

These outlets serve as a complete physical space for customers to access, browse, and engage with the brand — supporting a wider product offering and dine-in potential. Layout, interior design, and storefront visibility all contribute to stronger brand recall and influence customer purchasing behaviour.

Retail units also offer higher customisation flexibility depending on the space and tenancy terms.



FORMAT: DRIVE THRU



Speed Meets Accessibility

Drive-thru outlets are designed for maximum convenience, enabling customers to purchase without leaving their vehicles.

Known for their speed and efficiency, these formats are ideal for grab-and-go purchases — particularly for time-sensitive customers or those preferring minimal contact.

Strategic positioning is key, often near high-traffic roads, petrol stations, or freestanding lots with drive access.

This format supports high-volume transactions while reducing dine-in dependency, making it a scalable model for suburban or highway catchments.



FORMAT: MOBILE CONCEPT



Flexible Reach, Strategic Mobility

The mobile concept leverages portable platforms to reach customers across diverse locations.

Highly flexible and convenient, this format enables ZUS to tap into untapped markets, support short-term activations, and enhance brand presence at targeted events.

It is particularly effective in areas with limited infrastructure, seasonal foot traffic, or as part of a market-entry strategy before committing to a permanent outlet.



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ZUS Themed Stores





ZUS COFFEE Standard Retail Outlets





ZUS COFFEE Standard Retail Outlets



David To...
Franchise



MERCHANDISE

Bringing ZUS into a lifestyle of our customers through an array of merchandise within the brand's ecosystem.





Our Customers Delight in Bringing a Piece of ZUS Home

Another way ZUS Coffee adds in value to the brand is through its retail products that allows anyone to take home a piece of ZUS with them – for an experience that extends beyond just a coffee chain.



DRINKWARE

Bring Your ZUS Tumbler everywhere with various silhouettes and functions for any type of drinker

COFFEE

From drip bags to coffee beans, we have various formats to suit the lifestyle of any individual



BREW TOOLS

In addition to coffee formats, brew tools are available to be part of your daily cup

COLLECTIBLES

Seasonal collections related to IP or limited edition drops are part of the repertoire



Build Your Lifestyle with ZUS Merchandise



Extending from just tumblers, our ZUSSies can experience life the ZUS way with reusable straws, tote bags, apparel, limited edition collectibles such as key chains, phone holders, and way more than they'd ever imagined.

SHOP NOW
shop.zuscoffee.com

David Yong Inc.
Franchise



ZUS BUDDY



As part of our group's intellectual property, ZUS BUDDY is designed to resonate with all ages, building brand equity while creating cherished core memories from a young age. Whether it's sharing a cup of coffee or simply brightening your day, ZUS Buddy is here to grow with you, offering warmth, connection, and a sense of belonging.


FMCG

Becoming a truly household brand through formats for different target audiences, yet still having the same brand ethos of quality.



Exploring New Gen Ways of Consuming Coffee

Staying true to the ZUS COFFEE DNA of innovation, our Fast Moving Consumer Goods vertical explores various new ways of the modern consumer in drinking coffee - from instant, ready-to-drink, to capsules.




INSTANT

Bringing you an aroma that's nostalgic of the 'warong kopi' atmosphere, in a single sachet.

RTD CAN

Living busy? Need a quick pick-me-up? Our RTDs are delicious coffee made convenient.




RTD BOTTLE

A perfect low-caffeine alternative for those who are new to coffee, or aren't a fan of the stronger stuff.

CAPSULE

What's quicker than instant? Superfine FD is everything you need for instant quality coffee, fast!



Contemporary and Innovative Fast Moving Consumer Goods



From sparkling coffee to nostalgic flavors, we're redefining FMCG with products made for every market tier. Our DTC-first approach enables us to move faster, test smarter, and bring breakthrough innovations to the masses ahead of anyone else.

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OUR EVENTS



Store Openings in Southeast Asia

AT A GLANCE SINCE 2019



Philippines – 100th Store



Bangkok – 1st Store



Bangkok – 2nd Store



Singapore CBD



Store openings are meaningful to us because it means ZUS COFFEE is receiving more brand love and we are on a mission to provide the **best quality at the right price**, for everyone to enjoy specialty beverages.



Malaysia – 100th Store



Brunei Central



Nationwide Roadshow in Malaysia



We embarked on a 14-state nationwide tour across the entire of Malaysia in the span of 6 weeks (August – September 2024).

Kongsi ZUS COFFEE Concourse Event



Zero Sugar, Kaw Flavour: ZUS COFFEE Launches ZUS Ngupi® in-1 Instant White Coffee

Published 6 hours ago February 6, 2026
By WORLD OF BUZZ



Source: Provided to WOB

ZUS COFFEE ushered in the upcoming Chinese New Year and Ramadan double festivities with its KONGSI ZUS COFFEE Concourse Event at Sunway Pyramid – a gathering rooted in togetherness that celebrates the unique Malaysian pastime of 'mengupi' or having a cup of coffee together.

The event also marked the official launch of ZUS Ngupi®'s latest zero sugar 2-in-1 Instant White Coffee variant, a new addition to the ZUS Ngupi® instant coffee series inspired by classic Malaysian flavours. The launch reinforces the brand's commitment to making high-quality coffee accessible to all, using premium ingredients at affordable prices.



Meraikan Kebersamaan Melalui Secawan Kopi



Diadakan menjelang Tahun Baru Cina dan bulan suci Ramadan, acara KONGSI ZUS COFFEE mencerminkan semangat kebersamaan seperti nilai berkongsi dan keakraban bersama komuniti yang disatukan melalui secawan kopi.

Dari 29 Januari hingga 2 Februari 2026 di Blue Concourse, Sunway Pyramid, pengunjung boleh menikmati pengalaman kopi yang interaktif serta mengenali lebih dekat cerita di sebalik ZUS Ngupi®, yang diinspirasi oleh budaya mengopi di kopitiam kegemaran rakyat Malaysia. Sejalan dengan semangat kebersamaan, barangan edisi terhad eksklusif acara serta promosi istimewa turut ditawarkan sepanjang acara lima hari ini.

Ajak rakan dan keluarga, dan jom mengupi bersama ZUS COFFEE sambil merasai kesemua perisa ZUS Ngupi®, serta mencipta kenangan manis yang berkekalan.



Falsafah Mengupi Bersama

Menurut Ng Chun How, Ketua Perniagaan FMCG ZUS COFFEE, acara KONGSI ZUS COFFEE membawa makna yang besar buat jenama tersebut.

"ZUS Ngupi® Bermula Sebagai Produk, Tetapi Kini Ia Berkembang Menjadi Satu Pengalaman Yang Dikongsi Bersama. Fokus Kami Sentiasa Untuk Menghubungkan Komuniti Melalui Kopi Yang Dekat Di Hati Pengguna," Katanya.

Beliau turut menambah bahawa setiap cawan kopi adalah peluang untuk membina hubungan yang lebih kukuh, satu demi satu, tanpa mengira masa dan tempat.

Zus Coffee lancar kopi putih tanpa gula



Ng Chun How (kiri) dalam melancarkan varian terbaru ZUS Ngupi® 2-dalam-1 kopi putih segera tanpa gula, sekali gus menandakan penganjuran acara berskala terbesar pertama bagi jenama FMCG Zus Coffee baru-baru ini.

Oleh ZAKINA WATI AHMAD TARMIZI | 16 Februari 2026, 7:52 am



PETALING JAYA: Rangkaian kopi tempatan, Zus Coffee terus memperluaskan kehadirannya dalam segmen barangan pengguna bergerak pantas (FMCG) menerusi pelancaran Zus Ngupi iaitu kopi putih segera tanpa gula dua dalam satu.

Pelancaran itu selari dengan strategi syarikat untuk memenuhi permintaan pengguna yang semakin mementingkan pilihan lebih sihat dan mudah.

Ketua Perniagaan Zus Coffee FMCG, Ng Chun How berkata, pengembangan rangkaian Zus Ngupi mencerminkan fokus syarikat untuk menghubungkan komuniti melalui produk yang dekat dengan budaya tempatan.

Katanya, pelancaran ini juga dapat memperkukuh kedudukan Zus Coffee dalam pasaran kopi segera yang kompetitif.

Our first-ever large-scale FMCG product launch event was held at Sunway Pyramid on 29 January 2026: unveiling the new ZUS Ngupi® zero sugar 2-in-1 Instant White Coffee variant.

ZUS COFFEE Thailand Official Launch



On 30 January 2026, ZUS COFFEE THAILAND was officially launched at Central Park, Bangkok.



Zus Coffee eyes 50 outlets in Thailand by 2026

TheEdge Fri, Jan 30, 2026 05:57pm - 4 days View Original



Malaysia's ZUS Coffee to triple stores in Thailand in 2026 regional push

Tom Yum Americano and customizable sugar levels among ways to stand out in crowded market



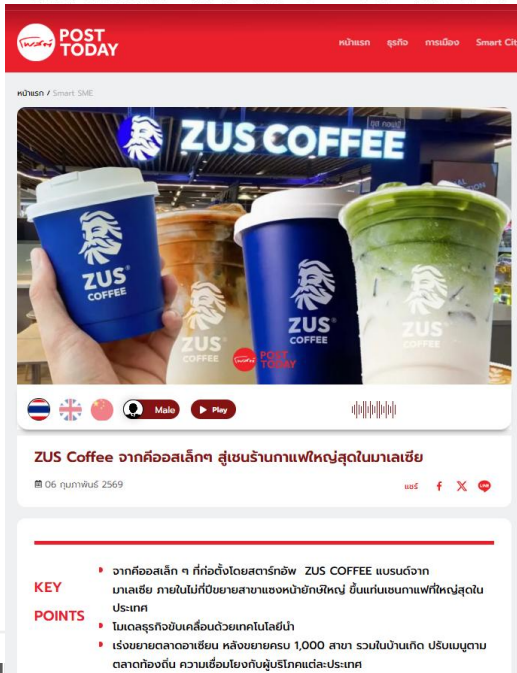
A ZUS Coffee store in Bangkok. The Malaysian coffee chain offers locally tailored flavors, such as Tom Yum Americano, right, as it plans to expand in Thailand. (Photo by Yuka Konishi)



กาแฟจากมาเลเซีย 'ZUS COFFEE' บุคไทยอย่างเป็นทางการ! ชูจุดเด่น 'Specialty ที่ราคาเข้าถึงง่าย' ลุยเปิดครบ 50 สาขาในปีนี้

พิษณุสิน จิตรพิทักษ์ / CONTRIBUTOR
NEWS | MARKETING
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READ 1374



Malaysia's Zus Coffee Expands Into Thailand, Eyes 50 Outlets By 2026

© 30/01/2026 05:05 PM



By Kenny Teng Khoon Hoek

BANGKOK, Jan 30 (Bernama) -- Malaysian coffee chain Zus Coffee plans to open 50 outlets in Thailand in 2026, following its official debut in the Kingdom on Friday.



EKONOMI • 30/01/2026 06:22 PM

Jenama Kopi Malaysia Zus Coffee Tembusi Thailand, Sasar Buka 50 Premis Menjelang 2026



COLLABORATIONS

From local brands and artists to global brands that are loved by all, we are always looking for the next big thing that keeps our customers excited.

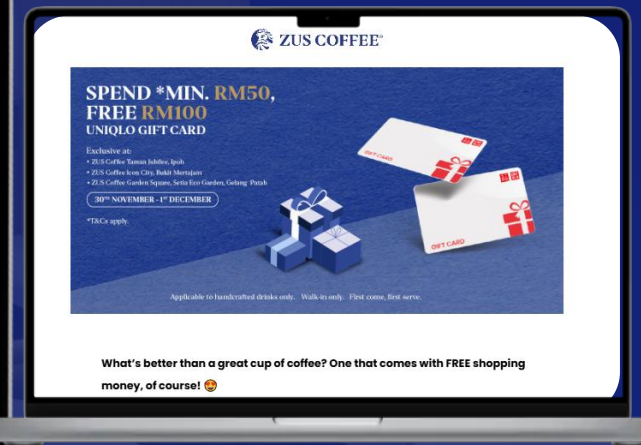


OUR COLLABS WITH GLOBAL BRANDS

ZUS x UNIQLO

In celebration of UNIQLO's 40th anniversary, ZUS COFFEE partnered with UNIQLO to add a refreshing twist to customers' shopping experience.

UNIQLO APP members were given an exclusive chance to enjoy the refreshing ZUS Lemonade and receive RM100 gift cards with a minimum spend of RM50!



OUR COLLABS WITH GLOBAL BRANDS



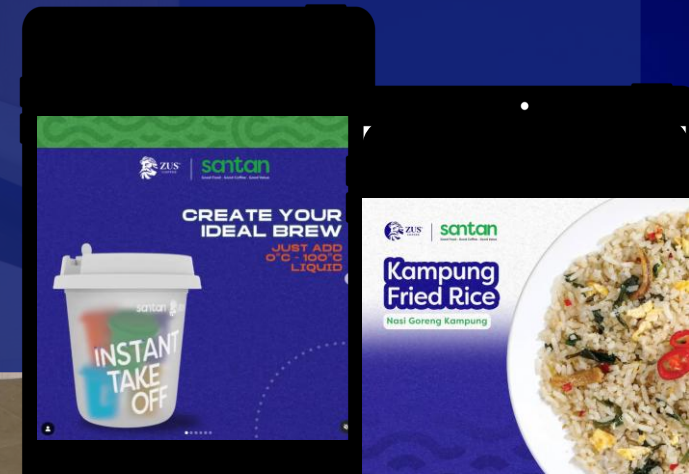
ZUS x SHOPEE

We collaborated with Shopee for an engaging and fun experience on the Shopee app on the 9.9 Shopping Festival!

Dive into the Shopee Tile Match Challenge, featuring adorable ZUS-inspired elements, and test your skills across three exciting levels.

ZUS x AIR ASIA

Notable partnership with AirAsia to bring the authentic flavors of Malaysia to your in-flight dining experience. Featuring our Memang Buatn Malaysia menu, this collaboration showcases beloved local dishes, crafted to perfection to celebrate the rich culinary heritage of Malaysia.



NATIONWIDE BRAND ACTIVATION

MADE IN MALAYSIA

ZUS COFFEE proudly celebrated Malaysia through our Kampung Buatan Malaysia campaign, part of our yearly "Buatan Malaysia" initiative. The campaign aimed to challenge misconceptions about locally made products, partnering with brands like Farm Fresh, Inside Scoop, BOH, and Julie's.

Through this, we showcased the pride of being Malaysian-made and highlighted Malaysia's potential and quality.

ZUS Coffee lauds coffee industry efforts here

By Nurul Hafizah

KUALA LUMPUR: ZUS Coffee, Malaysia's leading coffee brand, today lauded the efforts of the coffee industry in Malaysia for its commitment to work with local farmers and food processors.

The brand's CEO, Nurul Hafizah, said the industry's dedication to quality and innovation is a testament to the country's potential and quality.

"We are proud to be a part of the coffee industry in Malaysia and to see the industry's commitment to work with local farmers and food processors," she said.

The CEO also highlighted the industry's efforts in promoting local products and supporting the local economy.

"We are happy to see that the industry is looking into coffee and working with local farmers and food processors," she said.

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"We are happy to see that the industry is looking into coffee and working with local farmers and food processors," she said.



COMMUNITY

A brand that exists because of its community and we are here today because of the people who support us from Day One.



The Heart of a Zurista Keeps Us Going



At ZUS, we inspire, empower and create equal opportunities for all.

ZUS provides a comprehensive journey from A to Z, guiding individuals on what it means to be an outstanding Zurista. Beyond that, we help set them on a clear career path, supporting their growth and development toward advancing into managerial roles.”

We want to fuel everyone’s passion, learn and grow together while having lots of fun doing it!

David Yong International Franchise

And the Love from Our ZUSSies Fuel Our Drive



We are proud to serve our ZUSSies,
“ZUS” the way they like!

We strive to create special moments and wonderful
experience with our ZUSSies, one cup at a time.

And we don't just stop there, we extend the inclusivity
by constantly connecting with everyone on social
media.



Don't Miss

ESG & CSR



Driving Corporate Environmental Responsibility Forward



ZUS COFFEE has officially kicked off its reforestation journey with the planting of the first 500 native trees in Kg. Sukau, Kinabatangan – a milestone in its larger pledge to plant 5,000 trees in partnership with Animal Projects & Environmental Education (APE Malaysia).

More than just a corporate initiative, this is ZUS COFFEE's commitment to environmental stewardship. It reflects the belief that creating a better tomorrow starts with the choices we make today. Through this project, ZUS hopes to help preserve the natural environment and nurture a healthier ecosystem for future generations.

This restoration would not have been possible without the incredible support of over 341,000 ZUS COFFEE App users who backed the pledge. Thanks to the collective spirit, an area that was once a logging site void of natural tree cover is now showing signs of recovery. Orangutan nests and elephant feeding activity have already been spotted in the vicinity – a promising sign that life is returning.

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Driving Sustainability Through Packaging



ZUS COFFEE has rolled out PLM Biodegradable straws at over 600 locations nationwide, offering customers a more sustainable alternative to single-use plastics.

Unlike traditional plastics, these straws break down without leaving harmful microplastics behind – offering a solution that is both practical and groundbreaking. This marks a significant milestone in ZUS COFFEE’s sustainability journey, transforming an everyday drinking tool into a conscious choice for the planet.



The straw looks and works like any other plastic straw



But from the moment it is exposed to light, heat and air – the straw starts its 2-year disintegration process



After 2 years, the straw will disappear, returning back to the earth’s environment, leaving no microplastics or harmful traces behind

David Yong International Franchise



FRONTLINERS APPRECIATION

During the COVID-19 lockdown, we sent free drinks to nearby hospitals as well as ran a free drink campaign for all hospital heroes to redeem at any ZUS outlet.

As hospitals carried the nation through the COVID-19 lockdown, we carried a drink of gratitude to every hero inside.

 **A day to thank our Hospital Heroes!**
FREE drink for our **HEROES**
30 June 2021

 **EXTRA**
ZUS Balance **15% OFF** handcrafted drinks for our ZUSsies
*T&Cs apply.

Sonia Chea Su yo
a Necessity not a **Luxury**
Specialty coffee is seen as a treat that's inherently expensive. We want to subvert that expectation by making it accessible to all.
As a thank you for making Malaysia proud, here are some ZUS favourites for you to enjoy anytime
THANK! you!

ZUS CARES

ZUS Coffee, in partnership with MAPIM Malaysia, has raised RM266,000 through the ZUS CARES initiative to support humanitarian efforts in Palestine and local communities in need.

We distributed 1 million Gaza-themed cup sleeves, launched an in-app donation feature for Tabung Gaza, and delivered relief and essentials to disaster-impacted communities through Jelajah Peduli Ummah.



OUR FRANCHISEES



What We Are Looking For in a Partner

Strategic & Cultural Alignment



We seek partners who embrace the "Zeal + Us" spirit, possess deep local cultural insights, and align with ZUS culture and ideology.

Real Estate Access



Ideal partners possess extensive multi-unit retail experience and/or strong commercial real estate ties to secure prime, high-traffic locations.

Operational Excellence



We aim to work with established businesses and groups that can leverage on their existing F&B, FMCG, Real Estate, Retail, Import/Export or other relevant business experience.

Financial Capacity



Partners must demonstrate substantial financial stability and the capital readiness to scale rapidly to at least 50 outlets in 5 years in a given territory.



LET'S TALK!
EMAIL US AT
FRANCHISE@ZUSCOFFEE.COM

<https://zuscoffee.com>

