

CU convenient store, launching 2 bubble tea PB beverages

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[Asian Economy, reporter In Seo Chang] The CU convenient store is launching 2 types of bubble tea PB beverage of interesting chewy texture. CU recently released the nation's first RTD(Ready to Drink) bubble tea that is popular among young people that they can purchase and drink right away.

The soon-to-be released bubble tea(250mL, 1800won each) come in 2 different tastes of milk tea and taro. It contains pellets called 'konjac'(devil's-tongue jelly) that adds interesting chewing texture. Konjac falls under the vegetable group that people can eat without much burden as it is low in calories.



Bubble tea is well known for gummy pellets, called 'tapioca pearl.' It was difficult to commercialize tapioca because the gummy texture becomes less chewy when time passes by. Through a collaborative work with a manufacturing company(Seoul F&B), CU applied the production method of Bubble Filling System of VMS, a specialty production company of cup-type products in Germany, and commercialized the bubble tea with konjac.

Also, luxurious taste was realized with Sri Lanka 'Uva' black tea, and used fresh A-class crude oil produced after a thorough quality control. In addition, you can drink with an easy conscience as it is a HACCP certified product managed in a sanitary way. CU will proceed with '2+1' event until 30th of next month to commemorate the product launch.

Chung Seung-Wook, a MD of BGF retail drink and food department, said "after implementing various experiments to develop a popular drink, the bubble tea, into a convenient store type product, CU is finally releasing our country's very first bubble tea," and said "we promise that we will endeavor to provide products of the latest trend to our customers in the future."

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The bubble tea that is popular enough to be released in beverage shops also made its entrance into convenient stores as well. To launch popular bubble tea into the market as a RTD(Ready to Drink) beverage, CU worked together with VMS, a production specialty company of cup-typed products in Germany, and used konjac instead of tapioca pearls.

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