

.BRAVE AS A TIGER.

莊誠國際企業有限公司

(JOHNSON INTERNATIONAL ENTERPRISE LIMITED)

香港新界荃灣德士古道120-124號安泰國際中心1603室
1603 EW INT'L TOWER, 120-124, TEXACO ROAD, TSUEN WAN, N.T. HONG KONG

E-MAIL : Swan.lin@yingshing.com
TEL : 852-26141717

.BRAVE AS A TIGER.

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Taiwanese Original Tiger Texture of
Black Sugar. 全球黑糖虎紋創始店



經典不敗

影響全球手搖市場發展的魅力品牌

- 
- 2017 年 老虎堂成立，也創下長達半年以上的排隊新紀錄，
各大新聞媒體同時爭相報導，更出動 SNG 車現場直播排隊人潮。
 - 2018 年 各分店排隊人潮皆創下當地商圈新紀錄，開創台灣珍奶新時代。
進駐東南亞市場。
 - 2019 年 「虎式旋風」席捲全球，屢創世界各地手搖店排隊人潮紀錄。
進駐全亞洲、美洲美國、加拉大市場。
 - 2020 年
● 2021 年 老虎堂刮起台灣超商與手搖店聯名風。
諸多聯名商品熱銷海內外，並有多項全球首創飲品，
為業界樹立了新的標竿。
 - 2022 年 台灣米香烏龍榮獲 —
「比利時 iTQi 國際風味評鑑 - 風味絕佳三星獎」。
進駐歐洲市場。
推出獨創周邊商品「虎虎達磨」公仔。

———— 我們將致力開創手搖飲更多可能性

從台灣邁 向世界

全球店家數量 穩穩定成長



獨家「虎式黑糖」是我們多年心血結晶，也是老虎堂品牌核心所在。

除了「虎式黑糖」外，也堅持波霸及所有的原物料皆由台灣直送。所有海外地區開幕前，當地的店長都必須飛來台灣接受完整的教育訓練，並要求完整複製虎式風味，希望每一個細節都能讓世界各地的消費者體驗到老虎堂的獨特魅力。

目前全球總店數已達到約 260 間，在我們不斷與時俱進、創新突破下，近期更拓展至杜拜、歐洲、非洲、澳洲，持續且穩定地在全球五大洲皆有老虎堂的據點。

排隊人潮

全球各地據點排隊盛況



經典獨家

席卷全球的品牌專屬飲品

.BRAVE AS A TIGER.



黑糖麻糬波波



虎糖黑拿鐵



老虎芝士奶霜



虎虎生風凍鮮奶



黑糖波霸厚鮮奶



台灣米香烏龍



烤布蕾波霸厚鮮奶

水果系列

夏日超消暑的水果飲品



楊枝甘露

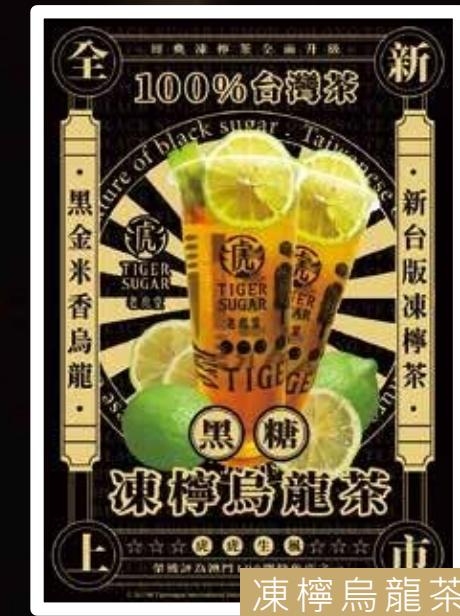
日式草莓大福



百香雙喜



爆漿荔枝波霸紅



凍檸烏龍茶

經典熱銷

永不退潮的獨家周邊



黑糖珍珠鳳梨酥



老虎曲奇餅



黑糖厚奶爆米花



可可球



黑糖厚奶流心捲



黑糖厚夾心

熱銷冰品

甜蜜滋味融化炎熱夏天



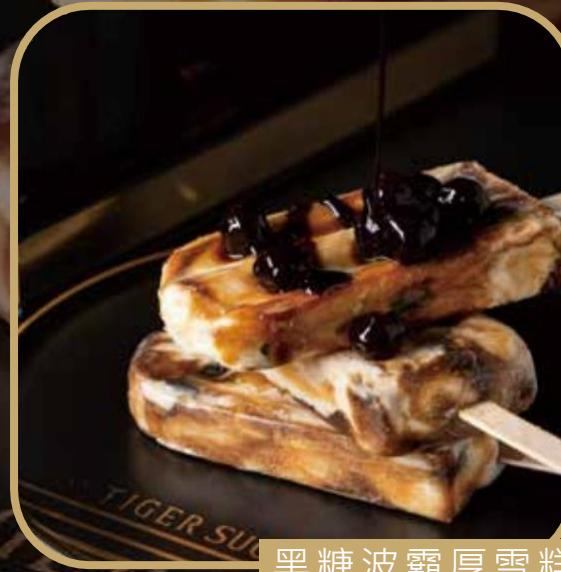
黑糖波霸甜筒



老虎芝士雪糕

熱銷全球 1300 萬支的雪糕

主打可以「吃的」黑糖波霸鮮奶



黑糖波霸厚雪糕



黑糖波霸抹茶雪糕

湯圓系列

溫暖冷冷冬天溫暖心

.BRAVE AS A TIGER.



黑糖流沙湯圓



黑糖芝麻湯圓



脆脆巧克力湯圓



老虎堂濃情蜜芋



芝麻黑糖珍珠湯圓



芝麻黑糖珍珠湯圓



紅茶拿鐵戚楓蛋糕



黑糖波霸蛋塔



黑糖厚奶蛋糕捲



伯爵奶茶泡芙



特濃黑糖厚奶蓋蛋糕



黑糖奶霜樹幹蛋糕



黑糖厚奶



黑糖相思紅豆厚奶



特濃黑糖布丁風味厚奶



熱銷聯名

超強聯名風潮

. BRAVE AS A TIGER .



虎虎生吐司



黑糖肉桂生吐司



黑糖薑母



黑糖桂圓紅棗



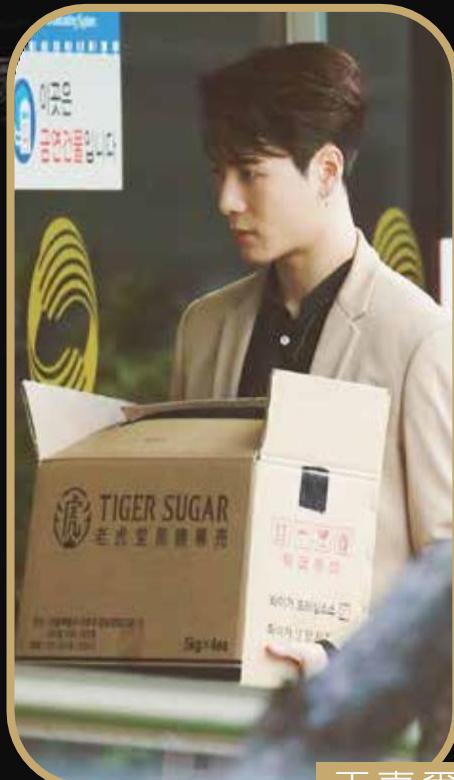
經典黑糖麻糬包



爆漿起司流心包

眾星推薦

各地無數名人及媒體熱烈分享報導



影劇 媒體

海內外影劇媒體大量曝光

.BRAVE AS A TIGER.



韓劇 - 境遇之數



韓劇 - 老頑固實習生



韓劇 - 少女的世界

CNN travel
VIDEO SEARCH
FOOD & DRINK
The rise of bubble tea, one of Taiwan's most beloved beverages
May 24, 2019
Photo: Sonny W./Pops
A new spot to score bubble tea and desserts has debuted in the neighborhood. Located at 4010 Main St., Suite A, in downtown Flushing, the fresh addition is called Tiger Sugar.
Tiger Sugar specializes in hot and cold drinks, including bubble tea, and desserts like cake pops and cookies. The menu also features items from Taiwan, such as red bean cake and taro boba.
CNN

CNN

yahoo/news
hoodline
Tiger Sugar makes Flushing debut, with bubble tea and more
May 24, 2019
Photo: Sonny W./Pops
A new spot to score bubble tea and desserts has debuted in the neighborhood. Located at 4010 Main St., Suite A, in downtown Flushing, the fresh addition is called Tiger Sugar.
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紐約

SCOOT
Taste me with you
BUBBLING UP!
Bubble drink barista Tung Hsin Ping reveals what goes into this ultra-loved Asian beverage in Taiwan
40+ CUP FLAVORS
100% NATURAL & TASTE OF TRADITION
The first ever bubble drink barista in Southeast Asia, proudly created by the team behind the #1 bubble drink chain in Taiwan.
100% NATURAL & HOT TEA
SCOOT is the first airline to offer bubble tea on board. Order online or download the SCOOT app.
酷航雜誌專欄報導 -

- 酷航雜誌專欄報導 -

THE STRAITSTIMES
Taiwan's Tiger Sugar bubble milk tea to open at Singapore's Capitol Piazza in early November
Photo: Tiger Sugar Singapore
Fan of Tiger Sugar in Singapore were previously left guessing about the store's location here. It first hinted about its debut on Facebook on Sept 14. (PHOTO: ST FILE PHOTO)

新加坡

Pulse by Mail Business News Korea
Biz Bio&Tech Market Economy
Taiwan's Tiger Sugar bubble milk tea's first Korean store to open in March
2019-02-27 09:08:07 | 2019-02-27 09:08:35
Photo: Tiger Sugar Singapore
Hello! Korea
Coming Soon!

韓國



- 中華航空限定活動 -

* 僅擷取部分媒體畫面

米其林指南

THE MICHELIN GUIDE



米其林推薦

榮獲米其林三星的肯定與報導



If it's one thing we can't get enough of here in Singapore, it's bubble tea. Said to have been invented in Tainan and Taichung in the 1980s, bubble tea is a dessert drink originally made with Taiwanese black tea, milk, sugar syrup, topped with chewy tapioca pearls and consumed hot. These days though, bubble tea is more commonly served cold with a wide range of flavours.

In recent years, new varieties of bubble tea have taken the world by storm. Last year, cheese tea — cold tea topped with whipped cream cheese — became a global phenomenon, while this year's craze is centred around brown sugar pearl milk, a blend of fresh cold milk, brown sugar caramel and tapioca pearls. Here's what you need to know about this syrupy treat.

1. It was created in Taiwan, the birth place of bubble tea

In late 2017, [Tiger Sugar](#) first opened in Taichung, Taiwan, hawking its signature brown sugar pearl milk drink created to evoke the nostalgic flavours of traditional Taiwanese desserts. The indulgent drink and its delicious-looking tiger stripes of caramel streaking the insides of its cup soon began to draw queues up to three hours long. Since then, Tiger Sugar has been expanding aggressively. It now has six stores in Taiwan, three in Hong Kong and two in Singapore with a third set to open in the Orchard area soon.

.BRAVE AS A TIGER.

日本東京跨界聯名

jouetie. x 虎堂 TIGER SUGAR 老虎堂黑糖專壳 x MITCHI



.BRAVE AS A TIGER.

Tiger Sugar always gives you rich flavor.

Taiwanese original tiger texture of black sugar. Taiwanese original tiger texture of black sugar. Taiwan
1
全球黑糖虎紋創始店
BRAVE ASA
TI GER
since 2017



CLASSIC X CLASSIC

虎 生 風

虎 模 樣 の

黑 糖 タ ピ オ カ ミ ル ク 発 祥 の 店
흑당 호랑이무늬 창시점

虎 虎 生 風

THE FIRST ONE & THE TOP ONE