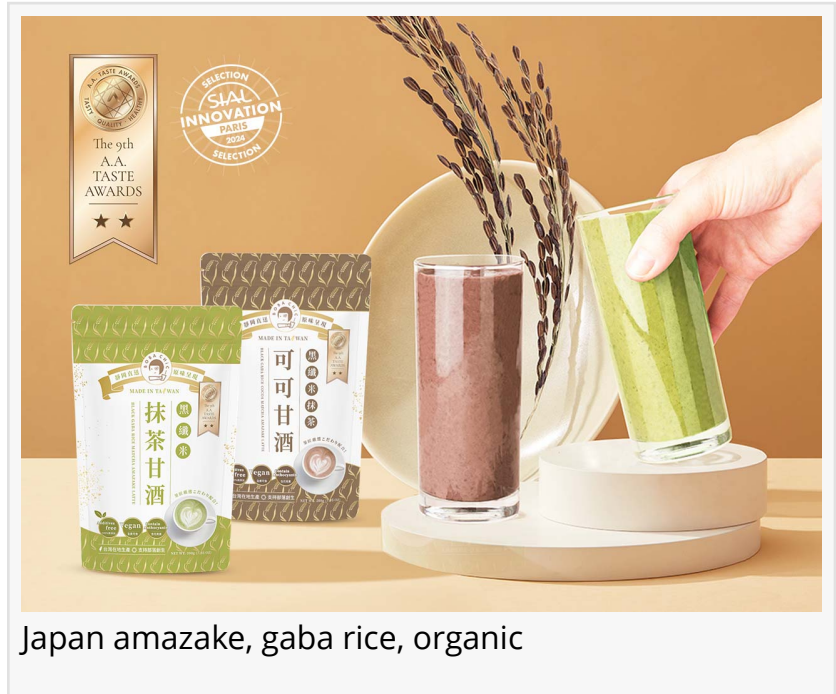


From Bubble Tea to Popping Ramen: BOBA CHiC Unveils Bold Cross-Industry Creations at ANUGA 2025

Taiwanese brand redefines beverage and food innovation with four world-first launches

TAICHUNG CITY, TAIWAN, September 7, 2025 /EINPresswire.com/ -- [BOBA CHiC](#), the trendsetting Taiwanese bubble tea brand, will present four groundbreaking products at [ANUGA 2025](#), the world's leading food and beverage trade fair. From October 4 to October 8, 2025, visitors can explore these innovations at Hall 2.1, Booth A009 in Cologne, Germany.

Four Product Highlights:



Japan amazake, gaba rice, organic

1. Black GABA Rice Matcha Amazake Latte – A 100% additive-free fusion of organic Taiwanese black GABA rice, premium Japanese matcha, and nutrient-rich amazake, celebrated as a daily wellness beverage.

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Innovation at BOBA CHiC means breaking boundaries, turning Taiwan's bubble tea culture into bold lifestyle creations that inspire global consumers.”

BOBA CHiC CMO

2. Mocktail Kit – Featuring whisky-flavored popping boba, this kit allows consumers to craft bar-quality mocktails at home, blending fun with health-conscious indulgence.

3. RTD Pouch Popping Boba / Nata de Coco Drink – A portable ready-to-drink tea paired with bursting popping boba or chewy coconut jelly, offering both convenience and refreshing enjoyment.

4. Pop Caviar Ramen (Popping Boba Ramen) – The world's first ramen with savory popping boba; each bite delivers sauce-filled pearls that burst in the mouth, creating a playful and

unforgettable culinary experience.

"BOBA CHiC is built on the spirit of POP! BOBA MADNESS! — breaking boundaries and redefining how the world experiences Taiwan's food culture," said a BOBA CHiC spokesperson. "ANUGA is the perfect stage to showcase how we fuse tradition, creativity, and sustainability into products that surprise and delight global consumers."

Exhibition Date: October 4-8, 2025

Venue: Koelnmesse, Cologne,
Germany

Booth: Hall 2.1, A009

About BOBA CHiC

BOBA CHiC, under Empire Eagle Food Co., Ltd., is a Taiwanese brand inspired by bubble tea culture and global lifestyle trends. Known for its award-winning innovations, including Great Taste Awards and SIAL Innovation Selection, BOBA CHiC pioneers additive-free, vegan-friendly, and cross-industry creations that bring Taiwanese creativity to the international stage. With a commitment to ESG values and sustainable sourcing, BOBA CHiC continues to lead as a cultural innovator in the global beverage and food industry.

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BOBA CHiC Wins One and Two-Star Awards at the 2024 GREAT TASTE Awards for Three Teas



savory popping boba, ramen, meal kit

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