

Gong cha Warms Up the Season with First-Ever Soup Launch

New limited time Tom Yum and Truffle Mushroom soups for just \$3

BOSTON, MA, UNITED STATES, February 17, 2026 /EINPresswire.com/ -- [Gong cha](#), the world's leading bubble tea brand with nearly 2,200 locations in 32 international markets, puts a new twist on cozy with the debut of its first-ever soup category. Long known for its expertly crafted teas, Gong cha now invites guests to stop by not only for their favorite beverages but also for two globally inspired, tea-infused soups: Tom Yum Soup and Mushroom Truffle Soup.

"Consumers are increasingly turning to soup for comfort, convenience and value, and we are delighted to bring that experience to our guests in a way that's uniquely ours," said [Missy Maio](#), Vice President of Marketing - The Americas for Gong cha. "By introducing an entirely new category to our menu, we give guests another reason to stop by, whether they're warming up between meals, grabbing a quick bite, or pairing a savory soup with their favorite tea."

Soup's On

Gong cha's new soups provide warm, savory sips that turn any time of day into a flavorful occasion. For a limited time, guests can enjoy the new Tom Yum Soup and Mushroom Truffle Soup for just \$3* at participating U.S. locations.

The Tom Yum Soup is bright, tangy, and savory with a hint of heat. Inspired by the popular Thai dish, the Gong cha version layers in vibrant lemongrass and a twist of noodles, all infused with Oolong Tea for added depth and aroma.

For those who prefer a creamier option, the Truffle Mushroom Soup is an aromatic, indulgently rich option infused with Black Tea, bringing together earthy mushroom flavors and luxurious



truffle notes in a warm, satisfying cup.

For more information about Gong cha, including menu and locations, visit gongchaofficial.com or follow them on social @gongchatea.

*Soups will be available for a limited-time price of \$3. Subject to increase and prices may vary by store.

About Gong cha

Founded in Taiwan in 2006, Gong cha is the world's premier bubble tea brand. Its commitment to quality starts with its name: "Gong cha" means to offer the best tea to the emperor from all of one's possessions. From the most seasoned bubble tea connoisseur to a first-timer, Gong cha offers its customers the ability to customize their beverage to their exact specifications and never sacrifices flavor or technique. With its premium product, simple and scalable operational model, and strong corporate support, Gong cha is one of the fastest-growing bubble tea brands in the U.S and internationally, with nearly 2,200 locations in 32 international markets.

For more information, please visit gongchaofficial.com.

Brianne Barbakoff

Gong cha

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/891513549>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.