

Feng Cha Accelerates Major Market Expansion Strategy Across Texas and Key Growth Markets Nationwide

Premium Bubble Tea Brand Continues Building Stronghold Markets While Expanding into High-Potential Growth Regions Across the United States

RICHARDSON, TX, UNITED STATES, June 9, 2026 /EINPresswire.com/ -- Feng Cha, one of America's fastest-growing premium boba beverage franchise brands, continues to execute its disciplined national expansion strategy with a primary focus on strengthening its position throughout Texas while selectively expanding into high-potential markets across the United States.

With approximately 90 stores open and operating, Feng Cha remains focused on responsible, sustainable growth rather than pursuing expansion for expansion's sake. The company's strategy centers on developing dominant regional strongholds that support franchisee success through enhanced brand awareness, operational support, and supply chain efficiencies.

"Our vision is not simply to grow bigger – we want to grow smarter," said

Johnny Gao, Co-Founder and CEO of Feng Cha. "We believe the greatest long-term value for our franchisees comes from creating density within strategically selected markets where we can



build meaningful brand recognition, provide exceptional support, and establish operational efficiencies that benefit the entire system."

Texas Remains the Cornerstone of Growth

Texas continues to serve as Feng Cha's largest and most important growth platform. The brand's two primary fortress markets – Dallas-Fort Worth and Houston – remain central to its development strategy, with continued opportunities for new franchisees and multi-unit operators throughout both metropolitan areas.

Beyond these major metropolitan regions, Feng Cha sees significant white-space opportunities throughout Texas in markets including San Antonio, El Paso, Corpus Christi, Tyler, Abilene, Beaumont-Port Arthur, and numerous other growing communities.

"Texas has proven to be an ideal market for our concept," said Gao. "The state's strong entrepreneurial culture, growing population, diverse demographics, and appreciation for innovative food and beverage concepts make it a natural fit for the Feng Cha brand."

Building a Regional Hub-and-Spoke Expansion Model

As Feng Cha continues strengthening its Texas footprint, the company is strategically expanding into surrounding markets that can benefit from regional support infrastructure and growing brand awareness generated from its Texas operations.

Key target markets include:

- Albuquerque, New Mexico
- Oklahoma City, Oklahoma
- Tulsa, Oklahoma
- Shreveport, Louisiana
- Lake Charles, Louisiana
- New Orleans, Louisiana
- Fort Smith-Fayetteville-Springdale-Rogers, Arkansas
- Topeka, Kansas

This hub-and-spoke approach allows Feng Cha to leverage operational expertise, training resources, and supply chain efficiencies while creating stronger regional brand awareness.

"Our regional development strategy allows us to support franchisees more effectively while maintaining the high standards our guests expect," said Gao. "Markets surrounding Texas benefit from proximity to our existing infrastructure, making expansion both practical and strategically sound."

National Growth Focused on High-Potential Markets

In addition to its Texas-centric growth strategy, Feng Cha continues evaluating and developing select markets where demographic and consumer trends indicate strong potential for premium bubble tea and innovative beverage concepts.

Current priority expansion markets include:

- Tampa-St. Petersburg, Florida
- Orlando, Florida
- Nashville, Tennessee
- Charlotte, North Carolina
- Phoenix, Arizona

The company also remains committed to expanding its presence in markets where it has already established a foothold, including:

- Seattle-Tacoma, Washington
- Denver, Colorado
- Southern California
- Northern California

These markets share many of the demographic characteristics that have contributed to Feng Cha's success, including strong populations of young professionals, college students, culturally diverse consumers, and guests seeking unique beverage experiences.

An Attractive Franchise Opportunity

Feng Cha's franchise model continues to attract entrepreneurs seeking a scalable, operationally efficient food and beverage business.

The brand's small-box format offers flexibility in site selection, allowing franchisees to successfully operate in quality in-line and endcap retail spaces. Additional advantages include cost-effective second-generation buildouts, limited capital equipment requirements, shelf-stable inventory, streamlined operations, and relatively modest staffing requirements compared to many traditional restaurant concepts.

To support qualified growth partners, Feng Cha offers a variety of development incentives for multi-unit franchisees, including discounted initial franchise fees, royalty incentives, and limited exclusive development territories for approved area developers during the term of their development agreements.

"Our goal is to create opportunities for entrepreneurs who share our vision for long-term success," said Gao. "We are looking for partners who want to build meaningful businesses and become leaders within their local communities."

Significant White Space Ahead

Despite its continued growth, Feng Cha believes the brand remains in the early stages of its national development journey. With approximately 90 locations currently open, the company sees substantial opportunities to expand throughout existing and emerging markets while continuing to strengthen its position within the rapidly growing premium bubble tea category.

"We believe we're still just scratching the surface of what's possible," said Gao. "There remains tremendous opportunity to establish Feng Cha as one of the leading premium boba beverage brands in America. Our focus will continue to be on strategic growth, exceptional franchisee support, and delivering an outstanding guest experience in every community we serve."

For more information about franchise opportunities with Feng Cha, visit the company's franchise development website or contact the franchise development team.

About Feng Cha

Founded in 2017 in Richardson, Texas, Feng Cha is a premium bubble tea and specialty beverage franchise brand known for its high-quality ingredients, innovative menu offerings, elevated store environments, and hospitality-driven guest experience. The brand operates more than 80 locations across the United States and continues to expand nationally through franchising. Feng Cha's mission is "to make a positive impact on the people around us and our community, whether small or big."

To learn more about Feng Cha franchise opportunities, visit: www.fengchafranchise.com

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