Feng Cha Builds Anticipation for New Pumpkin Series with Exclusive First Taste Creator Event

More than 100 influencers, creators and friends of Feng Cha gather for an immersive fall celebration



RICHARDSON, TX, UNITED STATES, September 11, 2026 /EINPresswire.com/ -- Feng Cha kicked off its fall season with an exclusive First Taste Creator Event celebrating its upcoming Pumpkin Series and “Pumpkin Just Got Better” campaign.

More than 100 influencers, creators and friends of the brand attended the event, where they were among the first to sample the three new beverages — Pumpkin Tea Latte, Pumpkin Cafe Latte and Ube Pumpkin Milk — before their official release on Saturday, September 26.

The experience extended beyond the drinks with interactive activities designed to bring the season to life. Guests created personalized keychains at a DIY charm bar featuring custom Feng Cha charms, built their own bouquets at a dried flower bar, and received custom Feng Cha straw toppers, fall-themed mugs and matching socks.

“We wanted the introduction of our Pumpkin Series to feel bigger than simply launching three new drinks,” said Dessie Brown Jr., Director of Marketing for Feng Cha. “We brought together creators, customers and friends of Feng Cha to experience the drinks first, have some fun with the brand and create moments they wanted to share. Seeing more than 100 people come out and the excitement they had around the series tells us we have something special heading into launch day.”

The Pumpkin Series launches Saturday, September 26, at Feng Cha locations nationwide, with more details coming soon.

About Feng Cha

Founded in 2017, Feng Cha is a rapidly growing premium boba beverage franchise offering handcrafted beverages, fresh ingredients and a modern café experience. With locations throughout the United States and continued nationwide expansion through franchising, Feng Cha is committed to delivering exceptional products while creating meaningful connections within the communities its franchisees proudly serve.

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