Chatime and SunnyUp Open First U.S. Dual-Brand Concept Store in Katy, Bringing Taiwanese Tea, Cakes and Savory Favorites

The new Katy location brings Chatime's handcrafted teas and SunnyUp's Taiwanese sponge cakes together as SunnyUp makes its U.S. retail debut.



Yao-Hui Wang (third from right), Chairman of La Kaffa International Business Group, joins guests and team members at the ribbon-cutting ceremony for the first Chatime × SunnyUp dual-brand concept store in Katy, Texas.

HOUSTON, TX, UNITED STATES, September 12, 2026 / EINPresswire.com/ -- Chatime, the Taiwan-founded global tea chain with more than 1,400 locations worldwide, and SunnyUp, a popular Taiwanese sponge cake bakery, have opened their first U.S. dual-brand concept store in Katy, Texas.

Located at 23119 Colonial Parkway, Suite C4, the new store brings together Chatime's handcrafted tea beverages, SunnyUp's signature sponge cakes, and savory favorites including popcorn chicken and fried calamari. The concept gives customers a wider range of food and beverage options under one roof — from an afternoon drink and dessert to a casual snack or family outing — with a menu designed to appeal to a variety of tastes and age groups.

The store officially opened on September 12 with a celebration attended by local community leaders and members of Houston's Asian American community. The event featured traditional lion and dragon dances, a live DJ and special opening promotions, drawing a long line of customers outside the store.

Grand opening celebrations will continue throughout the opening weekend, with additional promotions and special offers available through the end of September.

A Taiwanese Favorite Makes Its U.S. Retail Debut

The Katy location marks SunnyUp's first U.S. retail location. Founded in Taiwan, SunnyUp is

known for its signature sponge cakes, prized for their light, soft texture and classic flavors. The cakes are a popular everyday treat and a familiar gift enjoyed and shared by families across generations.



Chatime beverages, SunnyUp's signature Taiwanese sponge cake and savory snacks are featured at the new dual-brand concept store in Katy, Texas.

"Consumers today are looking for more than just a product—they are looking for variety and experiences they can enjoy with the people around them," said Yao-Hui Wang, Chairman of La Kaffa International Business Group. "By bringing these two brands together, we can offer customers more choices—from tea and desserts to savory snacks—and create an experience that can be enjoyed by people of different ages and tastes."

Expanding the Tea Experience in the United States

The new location also features Chatime's signature beverages, including its popular Boba Milk Tea and the Camellia Series, which highlights floral tea aromas and offers customers a more refined tea experience.

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>
> *Yao-Hui Wang, Chairman of La Kaffa International Business Group*

"U.S. consumers are becoming increasingly interested in exploring tea flavors beyond traditional boba milk tea," said Zach Wei, Head of Operations at Chatime USA. "The response to our Camellia Series in Texas has been especially encouraging and demonstrates a growing opportunity to introduce a broader range of tea experiences to American consumers."

With more than 20 locations across 13 states, Chatime continues to expand its presence in the United States.

Houston was selected for the company's first dual-brand concept because of its diverse population, strong Asian American community and vibrant food scene. The Katy location will also serve as a learning and training location for future U.S. expansion, helping Chatime and SunnyUp gather customer feedback, refine the concept and explore opportunities to introduce similar locations in additional markets.

Chatime anticipates opening three additional U.S. locations before the end of the year, with further expansion planned for 2027. To learn more about the new Katy location and upcoming grand opening promotions, visit Chatime's website.



Customers line up outside the new Chatime × SunnyUp dual-brand concept store in Katy, Texas, during its grand opening celebration on September 12, 2026.

About Chatime
Founded in Taiwan in 2005, Chatime is a global tea and beverage brand with more than 1,400 locations worldwide. The brand offers handcrafted beverages including signature bubble teas, milk teas, fruit teas, smoothies and specialty teas. Chatime continues to expand across the United States, bringing its Taiwanese tea heritage to communities nationwide.

About SunnyUp
SunnyUp is a Taiwanese sponge cake brand known for its signature soft and delicate cakes. A popular gift and everyday treat in Taiwan, SunnyUp brings the familiar flavors of Taiwanese baking to a new generation of customers in the United States.

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