



新北市政府職業訓練中心

Vocational Training Center, New Taipei City Government



新住民 網上學

E-learning for new immigrants





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Starting a Hand-Shaken Beverage Shop

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Starting a Hand-Shaken Beverage Shop

p01

Entry Level Understanding of Beverages



What are hand-shaken beverages?
Which hand-shaken beverages
can develop into commercial products?
Today's program
will take you into
the world of hand-shaken beverages.



Hand-shaken beverages are a fast growing industry in Taiwan, with a great variety of beverages and beverage shops. But which of those is a suitable startup model for you? Today's program aims to provide you with a basic understanding of beverages. Generally speaking, the beverage items of hand-shaken beverage shops can be divided into five major categories. The first category is tea drinks. The second is tea with milk. The third is tea with food ingredients. The fourth is milk with food ingredients. And last but not least, the fifth category is coffee with milk or tea. Some examples of common tea bases in a hand-shaken beverage shop are black tea, green tea, exotic tea, and herbal/floral tea. Now let me introduce some of those teas to you. The first tea to show you is Japanese barley tea. As you can see, the major ingredient of barley tea is roasted barley grains. Some barley tea formulas include Senna tora seeds as well. So, if a consumer does not want to drink tea with caffeine, barley tea will be a good alternative. Besides, a grain-based tea like this generally has a strong flavor of itself, so in most cases, it is consumed alone, without other ingredients. It is generally served cold in summer, and can be served hot in winter. The next tea is Japanese infused tea. As you can see, the tea leaves for making Japanese infused tea are kind of powdery and are quite different from those for making Taiwanese or western tea. The tea leaves for making Japanese infused tea are special in that they are steamed but not fermented during the tea leaf processing process. As a result, the tea has a grassy fragrance. If a consumer prefers tea that does not taste so sweet or smell so fragrant as Taiwanese black tea, then tea with a grassy fragrance, like Japanese infused tea, may be a good option. In addition, Japanese infused tea does not have too strong a fragrance or flavor of itself, so it can be mixed with other ingredients. In summer, for example, it goes well with lemon to produce a refreshing taste. In winter, it can be served alone as a hot drink. The next tea to show you is Taiwanese black tea. Today I am showing you Tai-Cha No. 18 from the Sun Moon Lake area. As you can see, the tea leaves are packed in a tea bag, so they are processed into slender and small pieces. One major feature of Tai-Cha No. 18 is its strong brown sugar fragrance. This makes it suitable for use together with floral tea or to be served alone. When it is served cold, you may as well add some honey into the tea. When served alone, the tea has a beautiful dark golden color because the tea leaves are roasted during the tea leaf processing process. From the viewpoint of health maintenance, black tea has a milder effect on the human body than green tea because the tea leaves for making black tea are fermented while being roasted. So, black tea is a nice choice for those who have digestion issues. The next tea to show you is green tea. As you can see, today I am using a tea bag to make green tea, and the tea leaves for making green tea have a big difference in color from those for making black tea. The leaves for making green tea are not roasted and not fermented. This is why green tea has a grassy fragrance different from the brown sugar fragrance of black tea. Green tea is also one of the favorite tea bases of many hand-shaken beverage consumers. Since green tea is not as fragrant as black tea and has a refreshing taste, it is a tea base widely used in hand-shaken beverages. The next tea to show you is herbal/floral tea. The first herbal/floral tea to show you is rose tea. As you can see, Oolong tea leaves are used as the base and mixed with rose petals.



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Entry Level Understanding of Beverages



Generally speaking, unless a consumer who orders a herbal or floral tea wants to enjoy the fragrance of only the herb or flower, it is common practice in the hand-shaken beverage industry to mix the herb or flower of a herbal or floral tea with a tea base. For example, rose can be mixed with the black tea I showed you just now to make a rose black tea. Rose green tea is another variation. You may also add honey to make a honey rose tea. All of the above are refreshing drinks suitable for summertime, featuring a combination of the aroma of rose and the concept of health maintenance. Chrysanthemum tea is another popular herbal tea. It can be served alone as a chrysanthemum drink, or it can be mixed with the black tea I showed you just now to make a chrysanthemum black tea. Alternatively, as you would know if you have been to a tea restaurant, it can be mixed with a drink called pu-erh tea to make chrysanthemum pu-erh tea. The combination of chrysanthemum and pu-erh tea is a marriage of a delicate fragrance and a strong aroma. This makes chrysanthemum pu-erh tea a very popular drink in tea restaurants. As the saying goes, “a worker needs proper tools to do his work well.”

In the initial stage of starting a hand-shaken beverage shop, the equipment you need includes a refrigerator, an ice maker, a coffee machine, a juicer, a smoothie machine, and a sealing machine, among others. As to containers, due to environmental protection considerations, our first choice is to use paper cups. However, we still encourage consumers to bring their own containers and use their containers to hold their beverages. Most consumers will be glad to go to your shop in support of environmental protection, and this is another issue you may take into account. Many hand-shaken beverage shops also sell coffee-based drinks. My advice to you is to determine your beverage products based on the hardware equipment you have. Coffee beans are more expensive than the other beverage ingredients, so in the initial stage of your shop operation, I suggest that you start with those simple coffee drinks, like those based on caffè Americano.

Now I will show you some of the food ingredients commonly used in hand-shaken beverages, including the well-known tapioca balls, konjak, tapioca noodles, and some local ingredients grown in Taiwan, such as taro and red beans. Apart from those food ingredients, the base of a beverage can be oat milk or hazelnut milk instead of tea or milk. You can use your imagination to create beverages that attract consumers' attention.



It is not difficult to start a hand-shaken beverage shop of your own.

You can easily stand out from your peers as long as you stay passionate and creative.



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Chinese Tea Drinks/Fruit Teas



You can become a qualified tea bartender as long as you are familiar with the techniques of preparing Chinese tea drinks.



Today I will show you how to make a distinctive iced fruit tea from a Chinese tea base and fresh fruit. This product is beautiful and fancy and it is the favorite of many office workers. If your shop is in a commercial zone, learning to make this drink will definitely help boost your business. Now I am going to show you how to make this iced fruit tea. OK. Let's start making the iced fruit tea. We need pineapple jam and 2 to 3 fresh fruits to go with the jam. To make the pineapple jam, it is advised that you cut the pineapple into small dices. Use one kilo of caster sugar with one kilo of pineapple. Cook over a low to medium heat for about 30 minutes, and you will get this tasty pineapple jam. The other ingredients are fresh juice, black tea, and sugar water. Start with the preparation work, or fruit cutting. When choosing fruit, make sure that the skin of the fruit does not have insect bite marks or any other damage. This because the fruit we cut must meet hygiene and safety requirements to be soaked in the beverage base to add to the color of the drink. Here I am using a perfume lemon from Kaohsiung. The perfume lemon has a thin skin and strong acidity. Let's start by cutting off the ends. Then cut the lemon into slices. We need two lemon slices, each about 0.2 to 0.3 cm thick. The second fruit I am using is a yellow lemon. The yellow lemon has a strong fragrance and a high vitamin C content. Similarly, cut off the ends and slice the lemon. Each slice should be about 0.2 to 0.3 cm thick. We need about two slices. The next step is to cut an apple. Slice the apple to a thickness of 0.2 to 0.3 cm, and take two slices. When choosing your apple, the skin should be a bright red color. An apple with bright red skin is not only ripe and highly fragrant, but also has a beautiful and eye-catching color. Now the fruit slices are ready. Let's begin making the iced fruit tea. Measure out 150 cc of black tea and one teaspoon of pineapple jam. The pineapple jam can be stored for a very long time if you use only caster sugar and pineapple and add no water during the cooking process. If kept in the refrigerator, the jam will be good for use for at least a month. Stir sufficiently. Then add 60 cc of mixed juice. Please note that a measuring cup must be used when preparing a hand-shaken beverage. The measuring cup can ensure that your products have a consistent taste. The last ingredient to add is the sugar water. Here I am using 15 cc of sugar water. Then fill the shaker with ice cubes until 80% full. Fill until 80% full. Why fill the shaker with ice cubes until 80% full? First, this allows the ice cubes to mix sufficiently with the tea. Second, there is no need to leave so much space in the shaker. We won't pour in that much tea.



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Chinese Tea Drinks/Fruit Teas



The next step is to shake the shaker for 5 to 15 times. Take a nice-looking glass. Fill the glass with ice cubes until at least 60% full. Then put in the fresh fruit slices. When placing the fruit slices, try to press them to the bottom of the glass and distribute them to different places in the glass so that the fruit slices can be seen from different angles, making the drink look pretty. Lastly, pour the tea I have shaken into the glass, and use a bar spoon to push the fruit slices deep into the tea. To make the drink even more attractive, put some apple slices on the top as a finishing touch. Now we have completed making the fruit tea.



**The mixed drink you learned today is quite simple, right?
Chinese tea drinks are a good start into the world of mixed beverages.
You can make signature drinks for your shop by trying different combinations of ingredients.**





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Exotic Mixed Drinks



Once you have the experience of preparing basic mixed drinks, you may incorporate the signature drinks of your hometown or of your country into your products to provide consumers with new options.



There are a lot of restaurants in Taiwan that serve exotic cuisines, such as Thai cuisine and Vietnamese cuisine. Today I will show you some beverages that are related to exotic cuisines and can serve as new beverage options for your consumers. To make the recipes simple, all the beverages I am going to prepare are 500 cc.

First, let's make Yuanyang Milk Tea, or coffee with milk tea. Today I am using tea bags of English breakfast tea.

About 6 g of tea leaves. The other ingredients are 80 g of coffee, 240 cc of milk, and sugar.

The first step is to make the black tea base. Put 6 g of black tea leaves and about 100 cc of hot water into the teapot.

To prevent the tea from turning bitter, do not steep the tea bags for too long when making the black tea base.

The bitterness will impair the taste of the drink. While waiting for the tea to be ready, let's start preparing the drink.

First, fill a glass with ice cubes until 80% full. Then, pour the black tea base into the glass.

After that, pour hot coffee into the glass. It is advised to use dark roast coffee beans to make the coffee.

Next, pour in fresh milk. It is advised to use whole milk whenever possible.

This is because whole milk has the fragrance of fat, and this fragrance helps enhance the taste of the drink.

Lastly, add an appropriate amount of fructose, and your glass of tasty Yuanyang Milk Tea is ready to be served.

The next beverage I am going to prepare is Ovaltine. Ovaltine is a nutrition drink originating in Switzerland.

It is a malt-based drink added with large amounts of cocoa powder and sugar and is smooth and rich in flavor.

Now let me show you the ingredients of Ovaltine. 60 g of Ovaltine powder. 300 cc of hot water. 100 cc of fresh milk.

To begin with, add 60 g of Ovaltine powder into a measuring cup. Then pour in 300 cc of hot water, and give it a good stir. After stirring, put the cup aside. Take a serving glass, and fill it with ice cubes until 80% full.

The next step is to add the Ovaltine I just made,] and then pour in the fresh milk. The last step is to sprinkle some Ovaltine powder on top to add to the richness of the drink. Now a glass of tasty Ovaltine is ready to be served.

The next beverage I am showing you is Vietnamese coffee.

The origin of this beverage goes back to the 19th century, when Vietnam was a colony of France, and it was the French who introduced coffee to Vietnam.

Now let me show you the ingredients of this beverage. First, measure out 60 g of condensed milk.

Bear in mind that the accurate weight can be obtained only if you turn the scale to zero before weighing.

Then, add 350 cc of coffee into a measuring cup. After that, take a serving glass.

Start by pouring in the condensed milk. The condensed milk is added first because it is relatively heavy.

When the coffee, which is less heavy than the condensed milk, is added later, there will be a clear division line between the coffee and the condensed milk, making the beverage look attractive. Now pour in the coffee.

As you can see, the two layers are clearly defined. Please note that the coffee should not be too hot.

Otherwise, the coffee will melt the condensed milk and blur the division line.

Lastly, add an appropriate amount of ice cubes to complete this rich and tasty Vietnamese coffee.

When drinking the coffee, a stirrer should be used to mix the condensed milk with the coffee.

Now let me show you how to make Thai milk tea. Today I am using ready-made tea bags of Thai black tea.

There are 20 g of tea leaves. The ratio of tea leaves to water is 1:10. We also need 30 cc of condensed milk.



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Exotic Mixed Drinks

If you find the drink not as sweet as you want when the drink is completed, you may add some sugar .
Today I am making a simplified version, so I will use fresh milk instead of evaporated milk. This is a version you should try To begin with, take an electric kettle Put in the tea bags Turn the power on and wait for the tea to boil Meanwhile, fill a glass with ice cubes until full Thailand is a very hot country, so the cold beverages there generally contain a large amount of ice cubes to provide a chilling effect in summer.
OK As you can see, the tea is now boiling Turn the power off immediately, and pour out the tea Put the tea aside to cool down.

In this recipe we use 300 cc of black tea Now pour the tea base of Thai milk tea into the glass.
The tea base has an unmistakable amber color. Then add the condensed milk The last step is to add the fresh milk, and give it a good stir to complete a glass of Thai milk tea, which is very popular nowadays.
I hope you've found the exotic drinks I just showed you, quite interesting.
I encourage you to incorporate flavors of your hometown into the products of your hand-shaken beverage shop.

Hand-shaken beverages are an ideal option for micro startups. I hope You'll have fun and enjoy yourself developing new beverage products.





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Milk-Containing Drinks



Milk teas are everyone's favorite. Therefore, bubble teas and teas with a cream topping are must-have items on your beverage shop menu.



Today I will show you how to make milk teas. The first drink I am going to show you is brown sugar bubble tea.

Brown sugar bubble tea contains tapioca balls, which come in many varieties.

Today I am using the 2.5-mm large tapioca balls.

Generally, tapioca balls should be cooked in water in a ball-to-water ratio of 1:7.

Once the water boils, pour in the tapioca balls. Cook with the lid on for about 25 to 40 minutes.

After cooking, ladle the tapioca balls into cold water. Then remove them from the water, and add brown sugar or caster sugar to the tapioca balls such that the tapioca balls are soaked in syrup.

The next ingredient is non-dairy creamer. Of course, you may use fresh milk instead of non-dairy creamer.

Now let's prepare the tea base. The tea base I am using is Assam black tea.

You may mix different teas together as well, and in that case, Assam tea is generally mixed with Earl Grey tea.

The tea base and the tapioca balls are the very basic ingredients of bubble tea, so I will say no more about these two ingredients. Now let's start preparing the bubble tea. Here we need a shaker and a serving glass.

First, we add the tapioca balls into the serving glass. The tapioca balls have been soaked in brown sugar syrup.

Add two spoons of tapioca balls. Two spoonfuls. Please note that we must also put in a certain amount of syrup.

After that, rotate the glass like this, so the syrup hangs on the wall of the glass to make a special amber-color brown sugar decoration. OK. The next step is to put the non-dairy creamer into the shaker, and use a measuring cup to measure out 250 cc of black tea.

Please note that the black tea must be hot. Do not use black tea that has cooled down.

Cooled black tea cannot dissolve the non-dairy creamer.

Then stir the tea with a spoon, allowing the creamer to dissolve in the tea rapidly.

OK. Here is a useful reminder for you. Generally speaking, we don't add sugar into a glass of brown sugar bubble tea.

This is because the brown sugar is already sweet enough.

If the consumer wants the tea to be sweeter, you may add 3 portions, 5 portions, or 8 portions of sugar syrup.

Then add the ice cubes. The more the better. This is because we want the ice cubes to cool the tea rapidly.

Shake the tea for 2 to 30 seconds. The shaking allows the ice cubes to mix rapidly with the tea.

Before pouring the tea into the serving glass, add a few ice cubes into the glass.

Then fill the glass with the shaken tea until at least 80% full.

Now the brown sugar bubble tea is ready to be served.

OK. Apart from milk tea made with fresh milk and milk tea made with creamer or powdered milk, another milk tea that is very popular today is milk tea with a cream topping.

To prepare the cream topping, the ingredients we need are whipping cream, fresh milk, cheese powder, and sea salt.

The ratio of whipping cream to fresh milk is 1:1. Add 200 cc of whipping cream and the same amount of fresh milk.

Then add 2 g of cheese powder and about 1 g of sea salt, or Himalayan pink salt.

I am using Himalayan pink salt because it has a noticeable fragrance and is not too salty.

The next step is to whip the cream with an electric mixer at high speed until soft peaks are almost formed.



When whipping the cream, do not over-whip or allow stiff peaks to form.

Stiff-peak cream is more suitable for cake decoration.

OK. As you can see, the cream has a dense creamy consistency now, and this is the almost-soft-peak state that I just mentioned. Now pour the cream into a glass for later use.

Great. The cream topping is done. The next step is to complete the four-season green tea with a cream topping.

Add 250 cc of green tea, and 20 cc of sugar water. Then fill the shaker with ice cubes until 80% full.

Why fill the shaker with ice cubes until 80% full?

It is because we don't want to leave too much space in the shaker; otherwise, the tea will hit the ice cubes forcibly and melt the ice cubes too fast.

We shake the shaker rapidly to quickly cool down the tea.

After that, take a serving glass, and fill the glass with ice cubes until 60% full.

Then pour in the tea until the glass is 80% full.

Fill the glass with the green tea only until 80% full.

Then add the cream topping by shoving it with a spoon, so the cream topping floats on the tea.

Now the green tea with a cream topping is ready to be served.

Milk-containing drinks can be varied in many ways.

You may choose whichever tea base you like in your products.

Of course you must listen to consumers' feedback to create popular beverages.





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Basic Understanding of Coffee



The key to preparing tasty coffee drinks is making good use of the different strengths of coffee and the changes in flavor brought by different ingredients.



Today I will explain to you how to prepare different coffee drinks from different coffee bases.

In addition to cow milk and oat milk, two common ingredients of coffee drinks, we may also get creative and add fruit or fruit drinks into coffee to make more tasty and more interesting coffee drinks.

Generally speaking, a coffee drink can be prepared from an Italian coffee base (espresso) or an American coffee base (caffè Americano). Now I will show you how to use a semi-automatic coffee machine.

The first step is to take the handle. And this is the coffee grinder.

We usually pull twice to obtain a proper amount of ground coffee. Basically, fill the basket about 90% full.

After that, we move over here and press the ground coffee with a tamper until the surface is level, like this.

Then, we attach the handle to the machine. When attaching the handle, make sure it is locked in place.

The coffee machine is operated with gas pressure. If the handle is not properly turned and tightened, it may be pushed out of place when hot water gushes out, and that is extremely dangerous.

So we have to make sure that the handle is locked. After that, take a cup, and press the Extract button.

While coffee is being extracted, we can prepare the milk at the same time.

The coffee drink I am demonstrating is a hot latte, and here is a tip for foaming the milk properly.

We basically use chilled milk because it foams more easily than room-temperature milk.

Generally, the milk is heated to a temperature below its boiling point, or about 80°C.

The ideal milk foam is formed at 80°C. Above 80°C The milk's properties may change: the milk will smell.

So, pay attention to the milk temperature when preparing a latte. Now, as you can see, there are matte, dry bubbles on the milk surface. Remove the bubbles first. Then add the heated milk into a serving cup.

After that, pour in the espresso to complete your warm and tasty latte.

OK. Now I am going to show you another coffee drink that uses an Italian coffee base.

The drink is called Sicilian coffee. It is prepared by adding lemon juice into espresso.

First, take the handle and add a proper amount of ground coffee. Then press the ground coffee.

Since Sicilian coffee is a cold drink, we have to use more espresso than when preparing a latte.

Choose 50 g. While the coffee is extracted, we can fill a glass with ice cubes.

We'll always fill the glass with ice cubes until about 80% full. The espresso has been extracted.

Let me show you the other ingredients of Sicilian coffee. The first ingredient is 30 cc of honey.

The next is 30 cc of lemon extract. Another ingredient is sparkling water, added last.

Here you can also see some lemon slices and lime slices.

Do you know the story behind Sicilian coffee? This coffee drink comes from Sicily in southern Italy.

Sicily produces lots of yellow lemon.

So the Sicilian people use yellow lemon as a flavoring ingredient in their drinks.

And to everyone's surprise, this lemon coffee has been a huge success since its invention.

Sicilian coffee is one of the most popular coffee drinks in the world today.

Now let's finish this drink. First, as always, fill the glass with ice cubes until 80% full.



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Basic Understanding of Coffee

Then pour in the honey. The honey is added before the coffee so that the relatively thick honey can be dissolved by the heat of the espresso, which is added after the honey.

Next, pour in the 50 cc of espresso from the coffee machine .

After that, pour in the sparkling water until the glass is 80% full. The last step is to add the lemon concentrate.

Of course, you may add a slice of lime as a finishing touch to emphasize the feature of this drink.

Now we have a glass of coffee drink that has a fruity scent and can drive the summer heat away. The next coffee drink I am going to show you is based on caffè Americano. It is called café au lait.

The name “café au lait” is French, with “café” meaning coffee, and “lait” meaning milk.

As the name suggests, the main ingredients of this product are black coffee and milk.

This drink is easy to prepare and very popular among consumers.

The first thing to remember is: the coffee and milk are in a ratio of 1 to 1. Then, as always, fill a glass with ice cubes until 80% full. After that, pour in the milk, followed by the black coffee.

Now, a glass of easy-to-make and tasty coffee drink is ready to be served.

That's it for today. I hope you have had a basic understanding of how to prepare coffee drinks.

Coffee is very popular in Taiwan.



So, if you are considering starting a hand-shaken beverage shop, you can a personal touch to your coffee drinks, either for hot summer days or for cold winter time, by adding a little creativity into your products.



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Fruit Smoothies



Taiwan is the Kingdom of Fruit.
Seasonal fruit smoothies will be
bestsellers in your hand-shaken
beverage shop, especially in summer.



Today I will show you how to make a fruit smoothie. Let me start with a useful reminder.

When choosing your fruit, try to choose those in season.

Fruit in season not only has good flavors, but is also more affordable. Using seasonal fruit in Taiwan also supports Taiwanese farmers and can be a selling point when marketing your hand-shaken beverages.

In addition, seasonal fruit is the key to raising the texture of your fruit smoothies to another level.

Now, let's use grapefruit and pineapple to make a grapefruit smoothie. Today I am using fresh pineapple from Tainan. Pineapple comes in different varieties. The variety I am using today is Guan-Tian 17, which has a strong fragrance as well as high sweetness. We need about 150 g of pineapple. Cut the pineapple into small dices.

The pineapple is diced because dices disintegrate better than big chunks when making pineapple juice and when making a smoothie. We don't want to have too much fruit fiber in our smoothie.

OK. After cutting the pineapple, put the pineapple dices into a container. The next ingredient is fresh grapefruit.

Grapefruit has an anti-depressant effect. I am cutting the grapefruit into small dices, too.

The grapefruit I am using today is ruby grapefruit.

The pulp of ruby grapefruit has a vibrant color and can add to the colors of the smoothie we are now preparing.

Cut the fruit into eight equal segments. We will use three segments in our fruit smoothie. When cutting fruit with a knife, always make sure to use your knife safely. Just be careful. We cut the grapefruit into small dices as well.

The size of each dice is about 1 to 2 cm in height. There is no need to cut the grapefruit finely.

Take a container, and put the grapefruit dices into the container. Now I have cut all the fruits we need.

These are the fruit dices, and the other ingredients are a probiotic milk drink and honey.

Now let's finish the grapefruit smoothie. First, have your smoothie machine ready. A smoothie machine is similar to an electric juicer. However, a smoothie machine has higher power than an electric juicer in order to crush ice cubes. Put in the ruby grapefruit, pineapple, and probiotic milk drink.

We need about 60 cc of probiotic milk drink. Then add 30 cc of honey.

When preparing a mixed beverage such as a mixed tea drink, I suggest using a measuring cup like this or other measuring tools to ensure that all your products are made according to the SOP and are consistent in taste.

OK. Now we are using a serving glass to measure out the ice cubes we need.

Generally speaking, when making a smoothie, we need one and a half glass of ice cubes. We use the serving glass as a measuring tool to measure out one and a half glass of ice cubes.

Now the remaining half a glass of ice cubes. Using the serving glass as a measuring tool ensures that the glass can hold the final product. As to the rotation speed of the smoothie machine, it is common practice to follow a certain operating procedure. The first step is to pulse, that is to operate the machine at full power.

We pulse the ice cubes and fruits for about three times. After pulsing three times, turn the rotation speed setting of the smoothie machine to 8.

This step aims to crush the ice cubes into fine bits, or crystal-like pieces, such that a slushy texture is obtained.

Turn off the smoothie machine as soon as the ice cubes are no longer visible.



Now take the serving glass, and put the smoothie into the glass.
When you are in the initial stage of operating a beverage shop, it is advised that you use fruit in season.
Fruit in season not only is less expensive, but also has a stronger fragrance than fruit that is not in season.
Then, as a finishing touch, we can put some fresh ruby grapefruit pulp on the smoothie.
A little garnish or decoration can make our product more appetizing.
Also, we can add a few fresh mint leaves on top.
In Taiwan, there are many varieties of mint we can choose from.
Today I am using wild mint, which has a stronger fragrance than other varieties.
We shake the leaves above the product, and then place the leaves as a garnish.
Now, the grapefruit smoothie is ready to be served.

**There are numerous variations in the world of hand-shaken beverages.
Try to be brave, creative, and think out of the box when starting your own beverage
shop. You can stand out from your peers by trying out different combinations of ingre-
dients.**





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Exotic Teas: Iced Fairy Fruit Tea



Exotic floral teas have distinctive flavors.
But do you know that Taiwan has its
unique floral teas, too?



Today I will show you how to make tea drinks with exotic flavors.

And trust me, an exotic taste can come from local ingredients.

Many fresh floral teas in Taiwan have their unique aromas. For example, the iced fairy fruit tea, prepared from roselle flowers, has a flavor enjoyed by all and is an ideal afternoon tea.

Now let's start preparing the iced fairy fruit tea. The ingredients this tea are as follows.

The first ingredient is roselle flowers. Roselle is planted in large areas around Taitung and Hualien.

It is a major ingredient of many high-quality exotic-tasting tea drinks in Taiwan.

The second ingredient is licorice. The third ingredient is smoked plum. The fourth ingredient is cranberry juice.

Cranberry juice is rich in vitamin C. The fifth ingredient is apple juice. And the last ingredient is sugar water.

To start, we prepare a plum drink as the beverage base. The first ingredient of the plum drink is smoked plum, which adds a charcoal flavor and an acidic aroma to our tea drink. The second ingredient is licorice.

Here we add 3 g of licorice. The sweetness of licorice enhances the taste of the plum drink.

Then we add about 500 cc of water. After that, we turn on the heat to extract the smoked plum juice and licorice.

The water should be boiled for about 30 seconds. In the meantime, let's cut the fruit.

Today I am using a yellow lemon. There are a great number of varieties of lemon.

Some common varieties in Taiwan are the perfume lemon and the four-season lemon.

Now I am cutting the lemon into slices. Each slice is about 0.1 cm thick.

We need 2 to 3 slices. We also need 2 to 3 slices of apple. Begin by cutting the apple in half.

Then cut the apple into slices, each having a thickness of about 0.1 cm. Take 2 to 3 slices of apple.

Once the water boils, add 5 g of roselle flowers. Stir occasionally.

Soak the ingredients for at least one minute so that the roselle flowers release their aroma, flavor, and sweetness.

During the cooking process, gradually turn the heat to low if possible. Cook slowly over a low heat.

After the water boils, cook over a low heat. Keep soaking the ingredients. Now the soaking is completed.

We can make a large amount of plum drink in one go. Remove the roselle flowers, leaving only the beverage base.

The beverage base has a dark color because the roselle flowers have released anthocyanidin during the cooking process. Anthocyanidin is a healthy plant pigment necessary to the human body.

OK. Now we've got the beverage base and will have to cool it down first.

Take a bowl of iced water or a bowl of ice cubes and a shaker, which is an indispensable tool in a hand-shaken beverage shop. Put the shaker in the ice cubes, and cool the beverage base by pouring it into the shaker.

Why is it necessary to cool down the beverage base first?

The cooling step is required because if the beverage base is not strong enough and you add ice cubes to the final product, the beverage base will be further diluted by the ice cubes.

This is why you should adjust the strength of a beverage base only when it is slightly cooled, regardless of whether you are preparing an exotic tea drink or any other tea drink.

After cooling, let's prepare the iced fairy fruit tea. OK. To prepare the iced fairy fruit tea, we need a shaker.



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Exotic Teas: Iced Fairy Fruit Tea

Pour in 150 cc of the beverage base. The measuring cup allows us to precisely measure the required amount of the beverage base. The next ingredient to add is the cranberry juice.

Cranberry juice can provide the vitamin C we need. It also enhances the aroma of the drink. Now I am taking 60 cc of cranberry juice. The third ingredient is apple juice.

We use apple juice because although fresh apple has its fragrance, apple juice can add a stronger scent to the iced fairy fruit tea we are preparing. Now add 60 cc of apple juice.

The last ingredient is sugar water. Sugar water serves only to add sweetness and the scent of sugarcane.

The quantity of the sugar water is 30 cc. Then fill the shaker with ice cubes until about 80% full.

Shaking with the shaker not only allows the ingredients to be fully mixed, but also helps the ice cubes produce a chilling effect, especially in summer time.

Shake vigorously for 8 to 15 times, like this. Take a nice-looking glass.

Fill the glass with ice cubes until about half full.

Put in a slice of fresh yellow lemon and some apple slices.

Then pour the shaken fruit tea into the glass.

As a finishing touch, add a few dried roselle flowers for decoration and for increasing the aroma of the drink.

Finally, the iced fairy fruit tea is ready to be served.

This floral tea has multiple layers of aroma and never fails to impress its drinker with the scent left in the mouth.

This beverage is highly attractive to female consumers in particular I encourage you to practice this one well.





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Startup Fund



Once you know the secrets of business operation, it is no longer an unreachable dream to successfully manage a hand-shaken beverage shop of your own.



I believe everyone has a dream to start a business of their own. In particular, those who have a basic understanding of the hand-shaken beverage industry and have learned some basic recipes of hand-shaken beverages would be tempted to start a hand-shaken beverage shop.

Today, I will help you take the first step of starting a shop of your own and tell you what kind of shopfront works best for you. The first step of starting a shop is to do your homework beforehand.

You must be sure about the amount of the startup funding you need, and once you obtain the startup funding, you should manage and plan that money prudently and use it as planned.

There are a lot of channels to obtain your funding. How to use those resources is a lesson worth learning.

Your funds can be obtained in three ways. The first way is to take out a startup loan from the government.

The second way is to take out a startup loan with a bank. And the third way is to take out a private loan.

The government has launched several startup loan programs, like the Phoenix Startup Loan Program provided by the Ministry of Labor. "I have visited a lot of banks recently and compared their loan programs, but they don't seem to be suitable for me." "So, for the time being, I will not consider borrowing money from a bank."

"Then I came across the Phoenix Micro Startup Loan Program and found myself meeting the requirements of the program, so I intend to apply for my first startup loan through this program."

"The program is intended for women under 45 years of age, citizens aged 45 to 60, and outlying island residents aged 65 and below." "The service aims to increase the rate of citizens' startups and includes service items like micro startup support, startup loans, interest subsidies, a financing credit guarantee program, and the startup companion service."

"A citizen is entitled to applying for the service only twice."

When you get the loan, you must plan your finances with care in order to turn the loan into the key to your success.

The fund you borrow can be used in many ways.

For example, it can be divided into several portions.

You may use a portion of the fund to pay the rent of your shop, another portion as the deposit for your shop, and yet another portion for interior decoration.

One very important concept to bear in mind is that your revenue should be ten times your rent.

With this in mind, you will know how much of your fund should be used to pay for the rent.

"I have checked out a few shops for rent in this neighborhood, and although the rents are not too high, if I plan to redecorate the shop and buy the equipment I need, there will be considerable expenses, which make me hesitate."

"Some people suggest that I should start my own shop by renting a shop that comes with the equipment I need."

"That way, even though the equipment is not brand new, the expenses for equipment will be greatly reduced, so the cost of the shop will be lowered, too." "In my opinion, that's a great idea."

"You can find a lot of websites on the Internet that lease fully-equipped shops, or platforms where people can share their information about the lease and rental of fully-equipped shops."

"They provide lots of information, and I did find, through such websites, a few shops that are so nice that I would like to check them out."



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Startup Fund

Those who want to start their own shops may look for shops that are leased with all the equipment as the starting point of their businesses. This will save them a lot of money.

But I must also warn you that renting a fully-equipped shop does not mean you can be carefree. You must go to the shop and check the shop and equipment before signing the lease.

While I do encourage you to rent a fully-equipped shop, bear in mind that the reason why you are renting a fully-equipped shop is not to take advantage of the equipment and tools alone, but to continue with the revenue of the shop, to grasp the opportunities of the shop, and to shorten the time required to open your own shop.

When looking for your startup fund and allocating your resources, you must also take some time identifying the customer groups in the area. After all, the fund is so hard to obtain that you must spend every cent where it is absolutely needed. This is the key to the success of a startup. When looking for your shop location, imagine yourself as a consumer, and walk along with the people flow. This way, you will be able to find the direction in which consumers go.

Then you can assess whether or not a location of interest is the right location or a suitable location. To find out whether or not a certain location is the right location or a suitable location, you can consider the following issues.

What is the channel attribute of this business district? How can people get to your shop?

Are there competitors nearby? Where are your partner shops? The market attribute of the district your shop is in is utterly important. Districts of different market attributes may call for different hand-shaken beverage products.

For example, your shop may be located in a residential zone, a commercial zone, a mixed residential and commercial zone, or a school zone. If your shop is in a school zone, you can attract students with beverages that are affordable

and can make them feel full. "I have come to survey this location beside the metro station for three to four times."

"Now I have been standing here for an hour, and I have found that most of the passers-by are young people, 50% male and 50% female." "Even though it is not rush hour right now, there are lots of people passing by here and most of them go in this direction." "Given the continuous people flow, I think this is a perfect location for my shop."

Move along with the people flow, and you will see whether or not you have competitors and whether or not there are shops that can be your partner shops. What is a partner shop? It is a shop whose products can complement your hand-shaken beverages. For example, a hotpot store is a good friend of your hand-shaken beverage shop.

Choosing the right location makes it easier for you to attract customers to your hand-shaken beverage shop.

Remember this. If you want to start your own business, you must go to the location of your shop and check out the market in person. You must see everything with your own eyes, and every detail you see will be key to the success of your shop.



**Manage your startup capital prudently, and spend your money only when necessary.
Only by doing so can you run a successful hand-shaken beverage shop.**



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Brand Strategy



Who are the target consumers of your hand-shaken beverages? As long as your target is clear, your products properly positioned and well-received by customers, those who want a beverage will think of your shop at once.



When you have acquired your funding and chosen a location for your shop, it is time to think about product positioning. Remember this: It is impossible to please every customer. Your key to success lies in identifying the target customers of your hand-shaken beverages, positioning your products properly, and bringing product prices, product functions, purchase experience, and package designs in alignment with your target customers.

Successful brand positioning depends on your products being able to solve your target customers' problems.

The following example is one of the numerous local beverage markets here in Taiwan. It is a mixed residential and commercial zone near a metro station. This example shows you how to position your products. Since there are a diversity of target markets for beverages, you must know the position of your products clearly in order to catch consumers' attention. Here we are in a mixed residential and commercial zone near a metro station.

Such a zone can provide different types of customers. What are those customers?

There may be local residents, and office workers and students who commute for work or school.

People who pass by this area in the morning, in the afternoon, and in the evening may have different lifestyles.

Therefore, it is important to position your brand and products well to attract target customers' attention.

But what will attract your target customers' attention? It may be your prices, or how you advertise, or product features or maybe the décor and atmosphere of your shop, or the friendliness of your employees. Any of the above may be the key to attracting your target customers' attention and to positioning your products successfully. As previously mentioned, the consumer groups in this mixed residential and commercial zone near a metro station may include office workers, whose movements include going to the office, leaving the office, and going out for food at lunchtime.

There may also be people flows going to and coming out of a school. Local residents may leave home early and come home late at night. You must figure out how your hand-shaken beverage shop can adapt to the lifestyles of those customer groups. Which customer group will be your target customers, how your target customers as they move about, from where they come and where they go. whether they move fast or slow.

Are your products positioned in line with the above? All this needs your attention, your observation and consideration.

"I live behind the metro station." "When I come home from work, I'll buy a hand-shaken beverage near the metro station as a reward for my long day." "When choosing a drink, I'll usually go for a relatively light tea drink that comes with some fruit pulp, so I can take in some vitamin C while drinking the tea."

"It's as important to take care of my health as a reward for myself after working all day."

Those who travel regularly through a train or metro station for work tend to be pressed for time.

They may have to catch a train or metro, rush into and out of an elevator, arrive at the office in time, and clock in on time. To meet the needs of this group of people, your menu of beverages must be simple and easy to understand. Don't forget that eating and drinking are not allowed in metro carriages. So, you must make sure that your take-out beverages are easy to carry. They should also stay good for a relatively long time, without the taste having changed when consumed at a later point. During off-peak times, residents in this mixed residential and commercial zone may come out, and these local residents are consumers

who may prefer tea without added sugar or the classical milk tea, both of which are frequently ordered beverages.



Your shop may also provide local residents with a space where they can gather and chat. If there is a school nearby, pay particular attention to the times when students leave school.

Junior high schools and elementary schools have two school end times: one at noon, and the other around 4:00 pm or 5:00 pm. Senior high schools and vocational schools have more time windows where people flows may take place, including midday, when students and teachers come out for lunch.

You may arrange the manpower of your shop and the allocation of resources according to these peak moments of your target customers. Distribution channels are channels through which consumers can obtain products.

The establishment of each channel takes a lot of money and time. Now, in this Internet era, distribution channels for hand-shaken beverages include online channels, which involve online consumption, in addition to offline channels, which involve consumption at physical stores. Both channels allow you to provide consumers with different consumption experiences. Take online consumption for example. You may operate an online distribution channel using an online virtual brand. Through this online channel, you can sell products different from those sold in your physical store, without affecting the branding your physical store. It also helps extend the operating hours of your physical distribution channel, so that without increasing the cost of rent, which is a key point, the sales volume and profit of your shop can be increased. Once your target customers are identified, you can draw up marketing solutions based on local target groups, including presenting your products from a local perspective, with affordable prices for premium products, a visually pleasing and easy menu for customizable services, fast-fashion packaging, and a consumer space that enhances the consumer experience. These all contribute to the competitiveness of your brand, and any of these may be the key reason why a consumer buys your products. When you are observing target customers using a certain distribution channel, pay attention to the their attributes and patterns: the times they pass by, the beverages they hold in their hands, and to the containers of the beverages they are holding. Office workers care not only about the tastiness of their beverages, but also the fast-fashion elements to be found inside or outside the beverage containers. In fact, any fast-fashion element that can draw the admiration of others can easily secure an office worker's attention. As for commuters, in a hurry to go to the office, their moving time is relatively short.

Therefore, in terms of channel selection, your distribution channel Should be easily accessible to them and located to match their moving direction, to increase consumers' purchase rate, maintain good customer relations, to encourage repeated purchase, and to allow these customers to develop intuitive purchasing behaviors.

Lastly, you should allow time for the distribution channels to work, and allow time for customers to get to know you and trust you.

You will succeed if you persevere when things are tough and do not give up easily.





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To Start Operation



Once you know the secrets of business operation, it is no longer an unreachable dream to successfully manage a hand-shaken beverage shop of your own.



Today I will give you an idea of how to get customers to know your brand. We can discover potential customers and maintain repeat customers through various promotional and marketing efforts.

This is a key factor in the success of your shop. After acquiring your funding, understanding your market and positioning your products properly, the next step is to make consumers know that your shop is in operation, to make consumers know you, and to make consumers trust you.

Indeed, it is no easy task to attract consumers' attention. Today I am sharing with you how to do marketing for your hand-shaken beverage shop so that you can achieve the desired results with only half the efforts.

When you start a shop, it is important to let people know that a new shop has opened.

While you are still furnishing your shop, you may put up advertisements, like a red banner, at your storefront to announce the opening of your shop. When interior decoration is about to end, you may put on a long-term banner to promote your main products, a picture on it can make a difference.

Use promotional sales and promotional combinations to attract consumers' attention.

"I am starting a beverage shop for the first time." "I have little idea about how to do marketing and advertisement for my beverage shop."

"Currently, I plan to use fan groups, like an FB fan page and an IG fan page, to generate publicity for my beverage shop." "In the beginning, I would take beautiful pictures and share them on my fan pages to attract my fans to the shop." "Later, I would also like to collaborate with famous youtubers in order to increase publicity for my beverage shop." "If consumers think it is tiring to stand in a line, or if it is hot outside, I would like to use an online ordering platform so that my products can be conveniently bought." An online shop creates more exposure than a physical one. By setting keywords for online search engines, you can make it easier for consumers to find the location and name of your shop on the Internet.

You may also have your new shop exposed in the online community of the business district your shop is in.

After all, a near neighbor is better than a distant cousin. Having a customer base that includes neighbors within 100 m of your shop will provide you with steady daily revenue. It is not the number of marketing activities but the lasting effect of those activities that counts. The number of customers on the opening day of your shop is not as important as the number of repeat customers who come back to your shop and make purchases a few days after your shop begins operation. When a customer buys your products for the first time, they may be doing so out of curiosity.

When the customer buys your products for a second time, they have accepted your products.

When the same customer buys your products for a third time, they have become a regular customer of your shop.

Once your shop starts operation, it is important to record your sales every day.

Only by doing so can you know the peak hours and off-peak hours of your shop.

The record also serves as a basis to help determine the timing and quantities of ingredient preparation and staff planning. When your shop starts operation, the preparation of ingredients, the placement of orders with your suppliers, and stock management depend heavily on your daily sales volumes.

Other factors that are also important and have direct impact on your stock management and ingredient preparation



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To Start Operation

are weekly weather changes, traditional festivals and national holidays, activities in the local business district, and so on. “Our beverage shop has been in operation for a month.” “Our revenue is almost equal to our expenses.” “In the beginning, we had fewer customers than we have now, so the prices of our raw materials have been relatively high.” “Hopefully, we’ll have more business in the future, so we can lower our costs by ordering more ingredients and supplies.” “It is our hope that the cost of raw materials will be equal to about 30% of our revenue in the future.” “To manage different expenses, I use the record on my sales reports to control the ingredients and supplies I have ordered.” “The sales reports have become an essential tool for me.” “Another secret I want to share with you is that weather forecast is of great help to the operation of our shop.” “If it is a rainy day today, we will know that people would prefer not to go out to buy beverages, so we will prepare the ingredients in smaller quantities than on a sunny day.” “I would check the Central Weather Bureau’s weather forecast for the next week to check the weather of the week ahead.” “The preparation of ingredients for the entire week has much to do with the forecast.”

“This is very important and should be borne in mind.” Thanks to the Internet technology of today, you can easily install the Central Weather Bureau’s APP on your cell phone and monitor weekly weather changes at any time. This will be really helpful to your business operation. If your shop is a street-side shop in a business district, you must pay particular attention to special weather changes.

If it will be hot for a long time, or if a cold snap is coming, or it will be rainy for several days in a row, consumers in the business district will tend to make purchases in department stores instead of street-side shops. This is an interesting observation you should bear in mind if you are running a street-side shop. When it comes to operations, let me remind you that this series of startup programs aims to show you the practices of operations management in the food and beverage industry and acquaint you with the properties of the ingredients of certain beverages so that after watching the programs, you will be able to not only prepare beverages of consistent quality and unique flavors, but also have the concept of food safety and hygiene to safeguard consumers’ food safety in the first place. Here is another reminder for you. Do not always use discounts to lure consumers. Those who are attracted by your discounts are unlikely to be your regular customers. They come to your shop to pick up a bargain. As soon as the prices return to their original levels, you will find those customers gone. Furthermore, did you know that your discount activities are short-term activities at the expense of the profits of your products? If you are planning a promotional activity, try considering the common form of “buy one and get one free” or additional-purchase prices. From a financial perspective, these activities use the cost of beverage ingredients as the expenses for advertisement and marketing, but what consumers see and get in their hands is the selling prices. Such a promotional activity makes consumers think they are given an advantage, but your shop can still profit from the activity and will not lose anything because of it. It is a win-win marketing strategy.

I would like to add that the most difficult thing about starting a shop is to make others know you have started a shop. You may not be able to imagine that while it took you half a million NT dollars to open a shop, it may cost you five million NT dollars to make others know you opened a shop. This tells us how important marketing is.

