

Date: September 1, 2023

To: International Special Review District Board

RE: Proposal to build a bubble tea shop at Thai Binh Apartments – The Alley brand from Taiwan

To whom it might be concerned,

I am excited to bring this brand to Seattle Chinatown district. It is called The Alley, originated from Taoyuan Chungli, Taiwan. They are popular for high quality, fresh tea drinks. The brand is very popular in Taiwan and Mainland China. It has many stores in other states across America and this will be the first store in Washington.

Here are their logo, drinks and photos of some of their stores:





Aesthetics of THE ALLEY

From space to concept, from visual to actual, THE ALLEY represents uniqueness that differentiates from regular beverage stores. As a trend-setting brand in the arts of beverage, aesthetics, creative, design, and life are the four elements that portray how THE ALLEY defines life, as well as the life experiences we want to share with our customers.

A | AESTHETIC

C | CREATIVE

D | DESIGN

L | LIFE

Menu:

GRAPE LULU SERIES

葡萄系列

Snow Velvet Grape Lulu 雪絨葡萄露	Yogurt Grape Lulu 酸奶葡萄露	Peach Oolong Grape Lulu 桃紅葡萄露
👉 \$6.75 🍯 \$7.5 283 Cals 388 Cals	👉 \$6.75 🍯 \$7.75 408 Cals 575 Cals	👉 \$5.95 🍯 \$6.45 138 Cals 173 Cals

TOP 5 THE POPULAR DRINKS

- Ube Brown Sugar Deerioca Crème Brulee Milk**
紫薯味黑糖鹿丸鮮奶
- Royal No.9 Milk Tea**
皇家九號奶茶
- Brown Sugar Deerioca Crème Brulee Milk**
黑糖鹿丸味理
- Lychee Green Tea**
荔枝綠茶
- Strawberry Green Tea with Jelly**
草莓QQ糖

BROWN SUGAR DEERIOCA

黑糖鹿丸系列 (TEALESS / 不含茶)
(Fresh milk / Soy milk / Dat milk)

	👉	🍯	🍷	🍷
👉 Brown Sugar Deerioca Milk 黑糖鹿丸鮮奶	\$6.15	\$6.95	415	502
👉 Brown Sugar Deerioca Crème Brulee Milk 鹿丸味理	\$6.15	\$6.95	700	1071
👉 Cocoa Brown Sugar Deerioca Milk 鹿丸可可鮮奶	\$6.15	\$6.95	705	907
👉 Matcha Brown Sugar Deerioca Milk 小鹿出林	\$6.15	\$6.95	571	800
👉 Ube Taro Brown Sugar Deerioca Milk 紫薯芋頭黑糖鹿丸鮮奶	\$6.45	\$7.25	496	685
👉 Ube Brown Sugar Deerioca Crème Brulee Milk 紫薯味理黑糖鹿丸鮮奶	\$6.45	\$7.25	708	1117

ORIGINAL BREW TEA

原味輕鮮茶 (Snow Velvet option + \$0.80)

	👉	🍯	🍷	🍷
👉 Peach Oolong Tea 白桃烏龍	\$5.25	\$5.75	55	77
👉 Royal No.9 Black Tea 皇家九號紅茶	\$4.75	\$5.25	61	86
👉 Assam Black Tea 阿薩姆紅茶	\$4.25	\$4.75	61	86
👉 Jasmine Green Tea 小山綠茶	\$4.25	\$4.75	61	86

YOGURT SERIES

輕酸奶系列

	👉	🍯	🍷	🍷
👉 Original Purple Rice Yogurt 原味紫米酸奶	\$6.75	\$7.25	424	503
👉 Matcha Purple Rice Yogurt 抹茶紫米酸奶	\$6.75	\$7.25	600	924
👉 Peach Oolong Purple Rice Yogurt 白桃烏龍紫米酸奶	\$6.75	\$7.25	624	803
👉 Yogurt Grape Lulu 酸奶葡萄露	\$6.75	\$7.25	408	575
👉 Yogurt Lychee Lulu 酸奶荔枝露	\$6.95	\$7.75	300	504

Toppings

Boba 珍珠, Pineapple Jelly 鳳梨糖漿, Kangar Jelly 熊糖漿 Lychee Jelly 荔枝糖漿, Green Tea Jelly 綠茶糖漿	\$0.70
Brown Sugar Jelly 黑糖糖漿	\$0.75
Fresh Taro 鮮芋泥, Taro Ball 芋圓, Snow Velvet 雪絨 Crystal Boba 冰波丸, Brown Sugar Boba 黑糖波丸, Pudding 布丁	\$0.95

THE ALLEY SPECIALTY

鹿角特調

	👉	🍯	🍷	🍷
👉 Snow Strawberry Lulu 雪莓鹿露	\$6.75	\$7.50	500	623
👉 Orange Lulu 橙香鹿露	\$6.25	\$6.95	171	240
👉 Peach Oolong Grape Lulu 桃紅葡萄露	\$6.25	\$6.75	138	178
👉 Lychee Green Tea 荔枝綠茶	\$6.25	\$6.95	180	245
👉 Strawberry Green Tea with Jelly 草莓QQ糖	\$5.95	\$6.45	157	220
👉 Passionfruit Green Tea 熟莓百香露	\$6.45			446

MILK TEA SERIES

濃醇奶香系列 (Latte option + \$0.75)

	👉	🍯	🍷	🍷
👉 Royal No.9 Milk Tea 皇家九號奶茶	\$5.25	\$5.75	222	311
👉 Assam Black Milk Tea 阿薩姆奶茶	\$4.95	\$5.45	222	311
👉 Jasmine Green Milk Tea 小山綠奶茶	\$4.95	\$5.45	221	310
👉 The Alley Trio Milk Tea 鹿角三奶奶茶	\$5.75	\$6.25	451	621
👉 Peach Oolong Milk Tea 白桃烏龍奶茶	\$5.75	\$5.95	218	306

Crunchy Series

白霜脆奶系列

	👉	🍯
👉 Crunchy Tiramisu Milk Tea 白霜提拉米蘇鮮奶	\$6.75	500
👉 Crunchy Brown Sugar Milk Tea 白霜黑糖鮮奶	\$6.75	530
👉 Crunchy Strawberry Milk Tea 白霜草莓鮮奶	\$6.75	480

Ice Level

Regular	Light	Ice-free
100%	50%	0%

Sweetness Level

Regular	Less	Slight	No sugar
100%	50%	25%	0%

ALLERGY INFORMATION: Our drinks may contain milk, soy, grapes, nuts.

Photo of some of their stores:







Exposure of The Alley:



Hot TV show
"Hot Chicken Club"
interview



