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

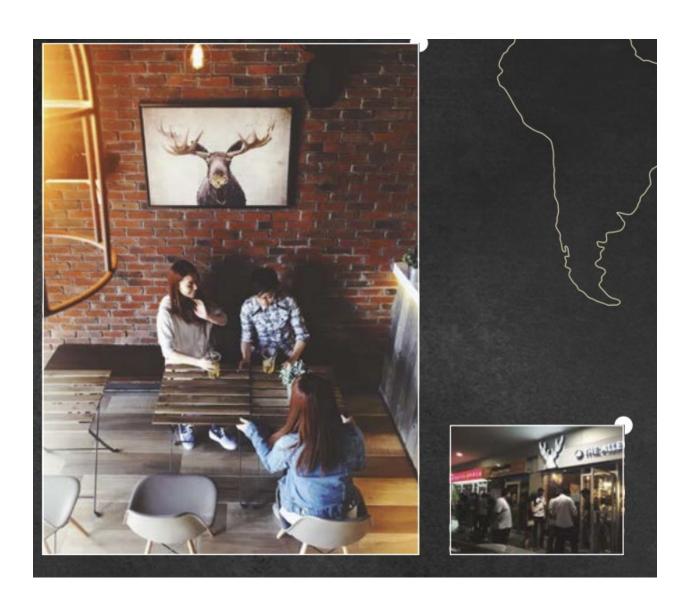
DESIGN

L LIFE

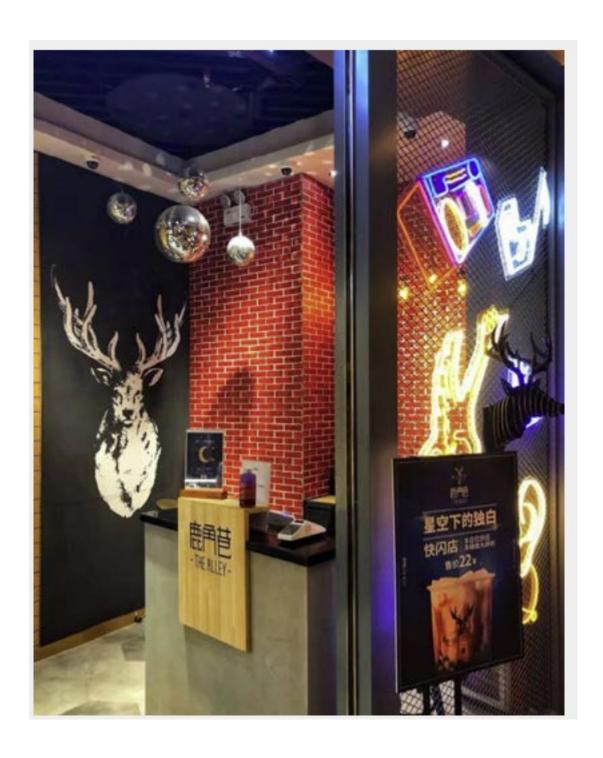
Menu:



Photo of some of their stores:







Exposure of The Alley:









Hot TV show "Hot Chicken Club" interview







