

Maochi Tea

Maochi Tea Elevates Brand Influence with GO CAYIN Smart Digital Solutions

BRIEF PROFILE

Place: Taiwan

Industry: Catering

Solution:

- GO CAYIN
- poster

Maochi Tea, renowned for its expertise in Pu'er tea, embodies the rich tradition of Guangfangyuan tea merchants. With a focus on delivering high-quality tea, Maochi Tea has managed to maintain its core values while entering the hand-crafted beverage market, standing out as a clear pioneer. The brand's dedication to quality and professionalism has not only garnered a loyal customer base but also established a unique market identity.



Flexible Display of Menus and Promotions to Attract Franchisees

Currently operating four branches (including franchises), Maochi Tea's owner faced the challenge of efficiently synchronizing promotional information across various store devices. Some branches are located in shopping mall food courts, where space constraints make choosing the right promotional tools even more challenging. To address these issues, Maochi Tea adopted GO CAYIN's poster application, effectively meeting diverse branding needs and overcoming spatial and technical limitations.

Flexible Technology Application to Meet Multi-Scenario Needs

The main store uses portable tablet devices to display menus, recommended products, and brand awards, clearly presenting product information to customers. This approach not only enhances the customer shopping experience but also serves as a powerful way to showcase the brand's strength. Other branches utilize fixed tablet devices to display synchronized promotional content, maximizing limited space while maintaining brand consistency and professionalism.

Additionally, GO CAYIN's poster application allows Maochi Tea to easily

update promotional content, enabling real-time marketing strategies. Whether launching new products, holiday promotions, or brand events, all branches can synchronize their promotional messages instantly, ensuring customers always receive the latest updates and reinforcing the brand's dynamic image.

Strengthening Brand Confidence and Attracting Franchisees

The owner highlighted that GO CAYIN's solution has not only improved operational efficiency but also instilled greater confidence in potential franchisees. By presenting a unified and professional brand image, franchisees can intuitively understand Maochi Tea's market strength and advantages, encouraging further collaboration. In today's highly competitive market, having robust technological support significantly enhances the brand's credibility.

What's more, Maochi Tea's digitized management model ensures consistent execution of promotional campaigns across all branches, safeguarding the integrity and uniformity of brand messaging. This enhanced professionalism provides potential franchisees with a visual success story, boosting their confidence to invest in the brand's growth.



Maochi Tea Embraces Technology to Lead the Digital Transformation of the Beverage Industry

Maochi Tea's partnership with GO CAYIN highlights the transformative power of digital technology in the food and beverage sector. By leveraging the poster solution, Maochi Tea has successfully overcome space and communication challenges, maximizing brand value. This innovative approach to promotion has become a key advantage for the brand's future market expansion.

Looking ahead, Maochi Tea plans to deepen its collaboration with GO CAYIN, exploring additional possibilities for digital applications to further enhance operational efficiency and brand value. The brand aims to introduce more intelligent tools to achieve precise content delivery and personalized displays.

At the same time, Maochi Tea seeks to use the power of digital technology to create richer customer interaction experiences, strengthening the emotional connection between the brand and its customers. From using data analytics to optimize menu choices to designing tailored promotional strategies for different markets, Maochi Tea will continue to prioritize technology as a core driver of its innovation and growth.

In an ever-evolving market, Maochi Tea is confident that its adaptability and progressiveness will attract more loyal customers and business partners, propelling the brand toward long-term success. Together with GO CAYIN, Maochi Tea envisions a future where tea culture and technology merge to create a truly remarkable experience for customers and franchisees alike.

CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions - including media players, servers, and software — that are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.



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