



The Bigger Picture: Sustainability as a Shared Responsibility

At Tea believes that sustainability is a journey that requires both businesses and consumers to work together. By making small but meaningful changes in how we operate and how we engage with our customers, we have successfully reduced plastic waste, encouraged reusable alternatives, and contributed to environmental conservation efforts.

As we continue to grow, we remain committed to refining our sustainability initiatives and exploring new ways to make a positive impact. With the support of our customers, we hope to set a new standard for eco-conscious practices in the bubble tea industry—one cup at a time.

Leading the Charge Against Plastic Waste



At Tea introduced a \$0.10 charge for plastic carriers in 2021 to reduce plastic use and raise awareness about its environmental impact. The proceeds were donated to the Singapore Environmental Council to support sustainability efforts. In 2023, the brand shifted to a reward-based system, offering customers a \$0.10 discount for choosing not to use a plastic carrier. This positive reinforcement led to more customers opting out of plastic carriers, reducing waste further. By 2024, over 70,000 transactions reflected this change in consumer behavior, showing the success of the initiative in promoting sustainable choices.

Replacing Plastic Bags with Reusable Cup Carriers & Thermal Bags

At Tea upgraded from traditional plastic bag carriers to reusable cup carriers made from non-woven materials, offering a compact, lightweight, and durable solution for multiple uses. Additionally, thermal carrier bags with Velcro enclosures were introduced to keep drinks at optimal temperatures while reducing plastic packaging. These thermal bags are designed for multiple uses, including grocery shopping, promoting sustainability and encouraging customers to adopt reusable bags in their everyday lives.



Switching to Paper-Wrapped Straws to Reduce Plastic Footprint



As part of our ongoing efforts to reduce single-use plastic waste, we upgraded the plastic wrapping for our straws to paper wrappers. This simple but impactful change significantly cuts down on plastic waste while ensuring the same level of hygiene and convenience for our customers. By making this switch, At Tea continues to refine its packaging choices in favor of more environmentally friendly alternatives.

Incentivizing the Use of Reusable Tumblers & Foldable Bottles

At Tea supports sustainability by offering a \$0.50 discount per cup to customers who bring back their AtTea reusable tumblers or foldable bottles. To make the transition seamless, these reusable options are priced affordably, with members also able to redeem them using accumulated points. This initiative not only helps reduce waste from disposable cups but also empowers customers to adopt more sustainable habits in their everyday lives, contributing to a greener, more eco-conscious future.

