



INDONESIA'S FIRST AUTHENTIC TAIWANESE CHEESE TEA

GULU GULU CATERING MARKETING PROPOSAL



ESTABLISHED IN 2018

 @GULUGULU.ID



Life is a ParTEA. 
Be #CHEESEtastic!

 [Sour.Sally](#)  [@gulugulu.id](#)

WHAT IS GULU GULU?

WITH GREAT BREWING, COMES GREAT #RESPONSIBILITEA

Gulu Gulu was established by the Sour Sally Group - the frozen yogurt pioneer in Indonesia with more than 50 stores nationwide and almost a decade of experience in retail and F&B franchise -

in 2017. Founded by Donny Pramono Ie and his Taiwanese-descent Singaporean partner Shaun Markus Lee, they are keen on bringing the distinctive Taiwanese idea of cheese tea drink to the Indonesian market.

Quality is king, so the pair went to the Taiwanese highlands to source the authentic Taiwanese tea leaves known for its finest quality and strong aroma and to develop the most delicious and rich-tasting cheese foam. With the help of a Taiwanese tea master, the duo worked on to formulate the best cheese tea drinks soon to be known in Indonesia.

Let's get this #parTEA started! Be #Cheesetastic!



A photograph of three cups of Gulu Gulu tea on a wooden table. The cups are arranged in a row. The leftmost cup is black with a white lid and a yellow straw. The middle cup is red with a white lid and a yellow straw. The rightmost cup is white with a white lid and a yellow straw. The background is blurred, showing a red chair and a blue wall.

**AUTHENTIC
& FINEST
QUALITY TO
ENTICE YOUR
TASTEBUD**

A concoction of freshly brewed finest quality Taiwanese highlands imported Tea leaves topped with thick layer of frothy rich and creamy imported Cheese Foam sprinkled with sea-salt, added with crunchy biscuit stick to make it more fun to drink.

The distinctive taste and aroma of Green Tea Jasmine, Quan Yin Tea and Black Tea produces top-notch base tea and works very well with Gulu Gulu's signature Cheese Tea served both hot and cold!





GULU GULU CHEESE TEA

SIGNATURE MENU



CHEESE QUAN YIN TEA



**CHEESE GREEN TEA
JASMINE**



CHEESE BLACK TEA



CHEESE UMAMI MATCHA



**CHEESE TAIWANESE
PINEAPPLE TEA**



"MERK YANG MENJUAL
LISENSI TERBANYAK
SEBELUM DILUNCURKAN"

MURI RECORD HOLDER

"MEREK YANG MENJUAL
LISENSI TERBANYAK
SEBELUM DILUNCURKAN"

M A R C H 2 0 1 8



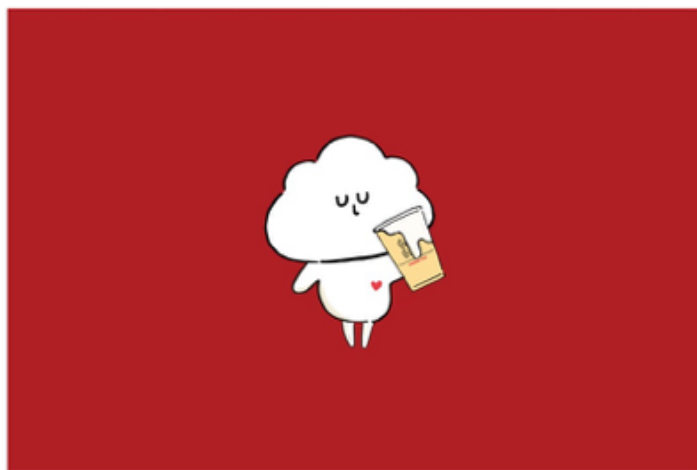


BRINGING THE FIRST AUTHENTIC TAIWANESE CHEESE TEA TO YOUR SPECIAL MOMENT

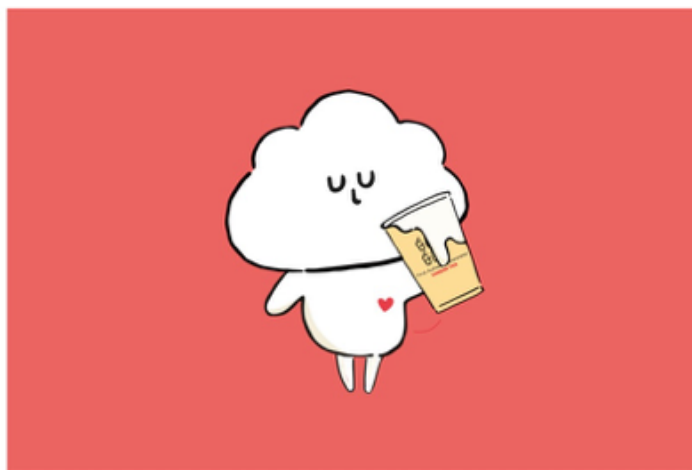
We are delighted to serve you the best cheese tea experience for your special moments; wedding, gathering, birthday party, office meeting and many more!

**BIG EVENT
CATERING PACKAGE**

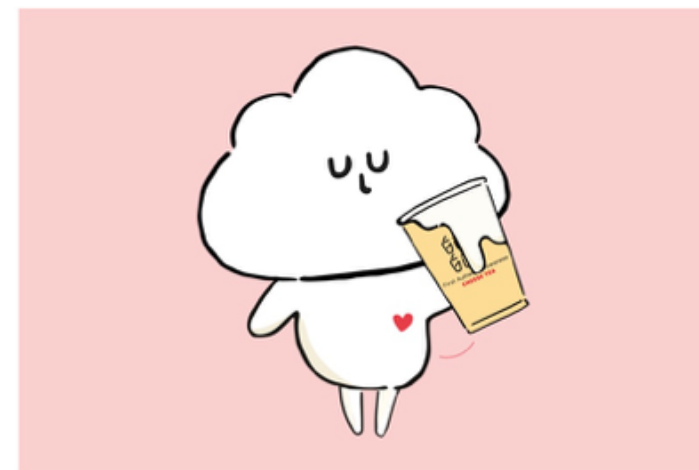
**SELECT YOUR
EVENT SIZE!**



MINI GULU GULU



PARTY GULU GULU



MEGA GULU GULU



MINI GULU GULU

200 - 299 CUPS

SMALL CUP

1 BASE TEA

2 ADDITIONAL / BASE TEA

1 UNIT GULU GULU BOOTH

1-2 INDUCTION COOKER

1 UNIT COLD DISPENSER

2 STANDBY GULU GULU SPECIALISTS

SERVICE CHARGE 5%



ADDITIONAL:

REQUIRED ELECTRICITY: 6500 WATT

REQUIRED SPACE: 2M X 2M

(LENGTH X WIDTH)



PARTY GULU GULU

300 - 499 CUPS

SMALL CUP

2 BASE TEA

1 ADDITIONAL / BASE TEA

1 UNIT GULU GULU BOOTH

1-2 INDUCTION COOKER

1 UNIT COLD DISPENSER

2 STANDBY GULU GULU SPECIALISTS

SERVICE CHARGE 5%



ADDITIONAL:

REQUIRED ELECTRICITY: 6500 WATT

REQUIRED SPACE: 3M X 2M

(LENGTH X WIDTH)



MEGA GULU GULU

> 500 CUPS

SMALL CUP

3 BASE TEA

1 ADDITIONAL / BASE TEA

1 UNIT GULU GULU BOOTH

1-2 INDUCTION COOKER

1 UNIT COLD DISPENSER

3-4 STANDBY GULU GULU SPECIALISTS

SERVICE CHARGE 3%



ADDITIONAL:

REQUIRED ELECTRICITY: 6500 WATT

REQUIRED SPACE: 3M X 2M

(LENGTH X WIDTH)



BIG EVENT

GULU GULU PACKAGE



PAYMENT

PAYMENT PROCEDURE:

50% DOWN PAYMENT : 4 WEEKS BEFORE EVENT (NON-REFUNDABLE_
50% REST OF PAYMENT SHOULD BE TRANSFERRED 2 WEEKS BEFORE THE EVENT

DELIVERY CHARGE APPLIES

(PLEASE REFER TO DELIVERY CHARGE SLIDE)

DELIVERY CHARGE

BIG EVENT PACKAGE

JAKARTA : RP. 400.000

DEPOK, TANGERANG, BEKASI : RP. 400.000

BOGOR : RP. 500.000

LUAR KOTA JABODETABEK : RP. 1.000.000

CIREBON : RP. 1.500.000





CHEESE GREEN TEA JASMINE

Rp.22.000

CHEESE PEACH TEA

Rp.25.000

CHEESE MANGO TEA

Rp.25.000



CHEESE QUAN YIN TEA

Rp.22.000

**CHEESE TAIWANESE
ROYAL MILK TEA**

Rp.27.000



CHEESE BLACK TEA

Rp.20.000

CHEESE CLASSIC MILK TEA

Rp.20.000

**CHEESE TAIWANESE
PINEAPPLE TEA**

Rp.23.000



***Ukuran Cup Small 12oz (310 mL)**

PRODUCT PRICE

BASE TEA AND ADDITIONAL



**CHEESE
RED VELVET CAKE**

Rp.27.000



**CHEESE
UMAMI MATCHA**

Rp.27.000



**CHEESE
ULTIMATE DARK CHOCO**

Rp.27.000



**BROWN SLURPPY BOBBA
FRESH MILK**

Rp.20.000

***Ukuran Cup Small 12oz (310 mL)**

CONTACT INFO

BRIDESTORY DEALS

Email

deals@bridestory.com

Phone

085155445694

**GULU
GULU®**

First Authentic Taiwanese
CHEESE TEA



@GULUGULU.ID