



The
Economist

蜜雪冰城

Mixue

The Economist

听读系列



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公众号：狂奔的外刊

珍珠奶茶 波霸一代

中国茶品牌正在征服东南亚

Bubble tea

Boba generation

Chinese tea brands are conquering South-East Asia

Rain

bilibili 狂奔的外刊

1. **OPPOSITE** A UNIVERSITY campus on the **outskirts** of **Jakarta**, motorbikes **line** the front of Ricky Salim's ice-cream and tea store. One of thousands of **Mixue** **franchise** owners across Asia, Mr Salim says his business is so good he hopes to open more **outlets** this year.



opposite /'ɒpəzɪt/ **preposition** on the other side of a particular area from sb/sth, and usually facing them 与 ... 相对; 在 ... 对面

outskirts /'aʊtskɜːts/ **noun** [pl.] the parts of a town or city that are furthest from the centre (市镇的) 边缘地带; 市郊

Jakarta /dʒə'kɑːtə/ **noun** 雅加达, 印尼首都

line /laɪn/ **verb** [often passive] to form lines or rows along sth 沿 ... 形成行 (或列、排)

Mixue **noun** Mixue Ice Cream & Tea, 蜜雪冰城

franchise /'fræntʃaɪz/ **noun** [C] a business or service run under franchise 获特许权的商业机构 (或服务)

outlet /'aʊtlet/ **noun** (**business** 商) a shop/store or an organization that sells goods made by a particular company or of a particular type 专营店; 经销店

Mixue, a Chinese firm which built its brand selling **flavoured** teas and **soft-serve** ice-cream in smaller Chinese cities with **relatively modest** average incomes, is exporting its model across South-East Asia.



flavoured *adjective* having had flavour added to it 添加了味道的

soft-serve *noun* a type of soft ice cream (= a very cold, sweet food made from frozen milk, cream, etc., sugar, and a flavour) 软冰淇淋

relatively */ˈrelatɪvli/ adverb* to a fairly large degree, especially in comparison to sth else 相当程度上；相当；相对地

modest */ˈmɒdɪst/ adjective* not very large, expensive, important, etc. 些许的；不太大（或贵、重要等）的

Its nearly 22,000 franchised stores worldwide, by early last year, made it the fifth-largest fast-food chain in the world by outlet, behind McDonald's, Subway, Starbucks and KFC.

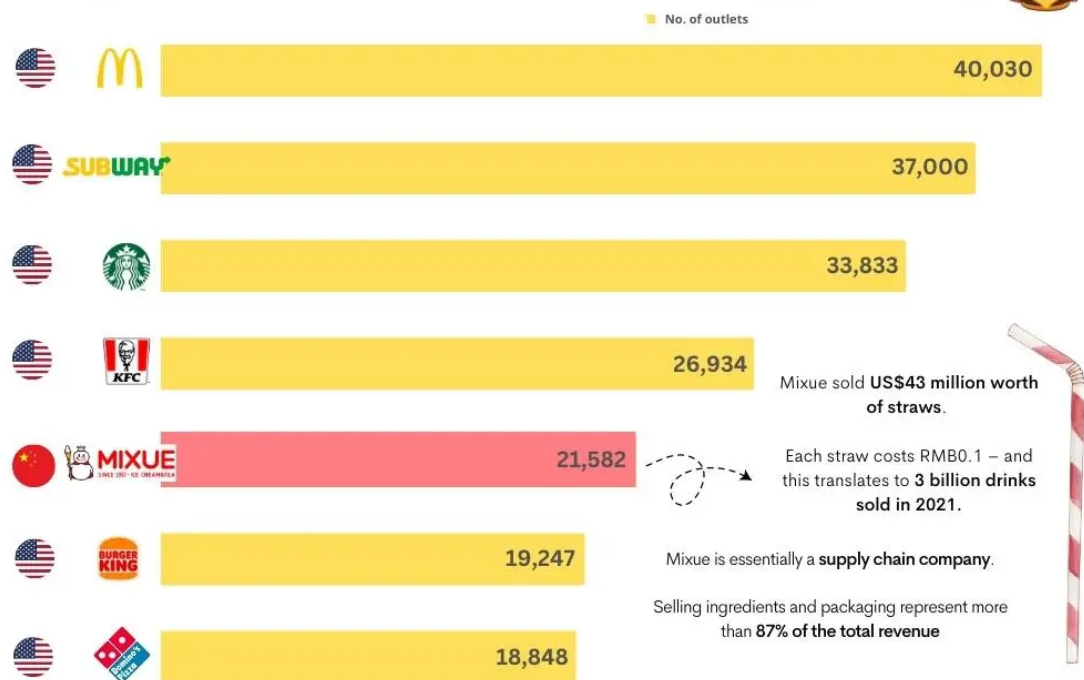
McDonald's *noun* 麦当劳，全球大型跨国连锁餐厅

Subway *noun* 赛百味，世界第一大品牌快餐特许经营连锁机构

Starbucks *noun* 星巴克，成立于1971年的美国咖啡公司

KFC *noun* 肯德基，美国跨国连锁餐厅

Top 7 F&B chains in the world (by outlets)



2. Part of the reason for Mixue's success is that it sells rising Asia's favourite drink: **bubble** (or "boba") **tea**, a **milky** tea containing **chewy** **tapioca** balls.



bubble tea /'bʌbl/ *noun* [U, C]

a drink from East Asia made from cold tea mixed with milk, flavourings, etc., which also contains small sweet balls that look like bubbles and are made from tapioca 珍珠奶茶

boba *noun* 波霸, 指奶茶中用木薯粉做的大粉圆

milky /'mɪlki/ *adjective* made of milk; containing a lot of milk 奶制的; 含奶多的; 奶的

chewy /'tʃuːi/ *adjective* (of food 食物) needing to be chewed a lot before it can be swallowed 需要多嚼的; 不易嚼烂的; 耐嚼的

tapioca /_tæpi'əʊkə/ *noun* [U] hard white grains obtained from the CASSAVA plant, often cooked with milk to make a DESSERT (= a sweet dish) 木薯淀粉

In China, the market for these **newfangled**, flavoured teas was twice that for coffee in 2021, with a **\$20bn turnover**, according to **Momentum Works**, a research firm in **Singapore**.

newfangled /nju:'fæŋg(ə)ld/ **adjective** [usually before noun] (*disapproving*) used to describe sth that has recently been invented or introduced, but that you do not like because it is not what you are used to, or is too complicated 新奇怪异的; 时髦复杂的

bn abbr. (*BrE*) (in writing) **BILLION** (书写形式) 十亿

turnover /'tɜ:nəʊvə(r)/ **noun** [C, usually sing., U] ~ (of sth) the total amount of goods or services sold by a company during a particular period of time (一定时期内的) 营业额, 成交量

Momentum Works 墨腾创投

Singapore /ˌsɪŋə'poː/ **noun**

[sing.] a country consisting of a group of islands in South East Asia 新加坡 (东南亚的群岛国家)



As growth has slowed in China, bubble-tea brands have set their sights on South-East Asia, where the market was worth \$4bn. Several other large, Chinese, ready-made tea brands, including HeyTea, Nayuki Tea, ChaGee and Happy Lemon, have also moved into the region.



ready-made /ˈrediˈmeɪd/ **adjective** prepared in advance so that you can eat or use it immediately 预制的；已做好的；现成的

HeyTea **noun** 喜茶，深圳美西西餐饮管理有限公司旗下品牌

Nayuki Tea **noun** 奈雪的茶，2015年创立的茶饮品牌

ChaGee **noun** 霸王茶姬，新中式茶饮品牌

Happy Lemon **noun** 快乐柠檬，手摇奶茶品牌

region /ˈriːdʒən/ **noun** a particular area or part of the world, or any of the large official areas into which a country is divided 区域，地区；（国家的）行政区

3. Yet no bubble-tea **chain** has spread faster than Mixue, which opened its first store in **Vietnam** in 2018. By March it had around 1,500 stores in **Indonesia**; the firm wants to double its presence there by the end of this year, says Andy Meitri Hartanto, Mixue Indonesia's franchise manager.

chain /tʃeɪn/ **noun** [C] a group of shops/stores or hotels owned by the same company 连锁商店（或旅馆）

Vietnam /ˌvjetˈnæm/ **noun**

[sing.] a country in South East Asia 越南（东南亚国家）

Indonesia /ˈindəʊˈniːzjə,-ʒə/ **noun**

[sing.] a country consisting of a group of islands in South East Asia 印度尼西亚（东南亚的群岛国家）



The brand's bright red **signage** and snowman logo can already be found in malls, along **dusty** side streets and on **shophouses** across Indonesia.



signage /'sainidʒ/ **noun** [U] (*technical* 术语) signs, especially ones that give instructions or directions to the public (统称) 标志, 标识, 标记

dusty /'dʌsti/ **adjective** full of dust; covered with dust 布满灰尘的; 灰尘覆盖的

shophouse **noun** (in SE Asia) a shop that opens onto the street and is used as the owner's home 店屋 (东南亚兼作住房的门面房)

Many branches stock **board games**, magazines, picture books and soft toys. On weekends Mr Salim's outlet fills with parents taking their children out for ice-cream, while during the week his main customers are students and office workers looking for an affordable, comfortable place to study or work. An ice-cream costs just 8,000 **rupiah** (\$0.50).

board game *noun* any game played on a board, often using DICE and small pieces that are moved around 棋盘游戏; 图版游戏

rupiah /ru:'pi:ə/ *noun* 印尼的货币单位, 卢比;
1 人民币 \approx 2150.0753 印尼卢比



4. Almost all Mixue **branches** are franchises. Around 95% of the firm's 10.3bn yuan (\$1.5bn) in revenue in 2021 came from selling **ingredients**, **packaging** and **equipment** to franchise-holders.



branch /brɑːnt/ **noun** a local office or shop/store belonging to a large company or organization 分支; 分部; 分行; 分店

ingredient /ɪnˈɡriːdiənt/ **noun** ~ (of/in/for sth) one of the things from which sth is made, especially one of the foods that are used together to make a particular dish 成分; (尤指烹饪) 材料

packaging /ˈpækɪdʒɪŋ/ **noun** [U] materials used to wrap or protect goods that are sold in shops/stores 包装材料; 外包装

equipment /ɪˈkwɪpmənt/ **noun** [U] the things that are needed for a particular purpose or activity 设备; 器材

Huge factories and **extensive supply chains** let it keep down the store-price of ice-creams and teas, according to **Zheshang Securities**, a Chinese **broker**.



浙商证券

ZHESHANG SECURITIES

extensive /ɪk'stensɪv/ **adjective** covering a large area; great in amount 广阔的; 广大的; 大量的

supply chain **noun** [usually sing.] (**business 商**) the series of processes involved in the production and supply of goods, from when they are first made, grown, etc. until they are bought or used 供应链

Zheshang Securities **noun** 浙商证券, 杭州市综合性证券公司

broker /'brəʊkə(r)/ **noun** a person or an organization that buys and sells shares for other people 股票经纪人; 股票经纪商

Around 90% of Mixue Indonesia's products are imported from China. But the company's Indonesia operation has grown to such an extent that it plans to start making ingredients locally, says Mr Hartanto. Mixue has also adapted to local conditions. **The Indonesian Ulema Council**, a **religious body**, declared Mixue **halal** in February. In a country with 230**m Muslims**, "this decision was a big deal", says Mr Salim.



The Indonesian Ulema Council *noun* 印尼伊斯兰学者理事会

religious /rɪˈlɪdʒəs/ *adjective* [only before **noun**] connected with religion or with a particular religion 宗教信仰的; 宗教的

body /ˈbɒdɪ/ *noun* [C + sing./pl. v.] a group of people who work or act together, often for an official purpose, or who are connected in some other way 团体; 社团; 群体

halal /həˈlɑ:l/ *adjective* [only before **noun**] (of meat 肉) from an animal that has been killed according to Muslim law 按伊斯兰教教规宰杀牲畜的

m *abbr.* million(s) 百万

Muslim /ˈmuslim/ *noun* a person whose religion is Islam 穆斯林; 伊斯兰教信徒

5. Mixue **dates from** 1997, when its founder, **Zhang Hongchao**, started selling **shaved ice** and drinks at a **roadside stall** in the central Chinese province of Henan.



date back (to ...) | date from ... to have existed since a particular time in the past or for the length of time mentioned 追溯到; 始于; 自 ... 至今

Zhang Hongchao *noun* 张红超, 蜜雪冰城创始人

shaved ice *noun* 刨冰

roadside */ˈrəʊdsaɪd/* *adverb* [**sing.**] the edge of the road 路边; 路旁

stall */stɔːl/* *noun* [**C**] a table or small shop with an open front that people sell things from, especially at a market 货摊, 摊位, 售货亭 (尤指集市上的)

Yet it wasn't until videos of its **mascot**, a **chubby** snowman, singing the Mixue **theme song** went **viral** on Chinese social media a few years ago that the brand became a **household name**. Short videos on Mixue, which means “honey snow” in Mandarin, have been viewed more than 17bn times on Douyin, TikTok's Chinese **sister** app.



mascot /'mæskɒt/ **noun** an animal, a toy, etc. that people believe will bring them good luck, or that represents an organization, etc. 吉祥物

chubby /'tʃʌbi/ **adjective** slightly fat in a way that people usually find attractive 胖乎乎的; 圆胖的; 丰满的

theme song **noun** [U] (also **theme**, 'theme song, 'theme tune [C]) music that is played at the beginning and end and/or is often repeated in a film/movie, television programme, etc. (电影、电视节目的) 主题音乐

viral /'vaɪrəl/ **adjective** used to describe a piece of information, a video, an image, etc. that is sent rapidly over the Internet from one person to another (信息、视频、图像等) 在网上快速传播的

household name a name that has become very well known 家喻户晓的名字

sister **noun** (usually used as an adjective 通常用作形容词) a thing that belongs to the same type or group as sth else 同类型的; 同一批的; 如同姐妹的 疯狂的外刊

6. Unlike **fancier** bubble-tea brands, Mixue markets itself as cheap and **cheerful**, rather than **trendy**, both in China and South-East Asia. Its viral song has been translated into 20 languages and is often played **relentlessly** in its franchises. “What it took our China team ten or 20 years to **figure out**, we’ve been able to **perfect** in just one year by learning from their experiences,” says Mr Hartanto.

fancy /'fænsi/ **adjective** (NAmE) (of food 食物) of high quality 优质的; 高档的

cheerful /'tʃɪəfl/ **adjective** giving you a feeling of happiness 令人愉快的

trendy /'trendɪ/ **adjective** (informal) very fashionable 时髦的; 赶时髦的

relentless /rɪ'lentləs/ **adjective** not stopping or getting less strong 不停的; 持续强烈的; 不减弱的

figure sb/sth↔out to think about sb/sth until you understand them/it 弄懂; 弄清楚; 弄明白

perfect **verb** ~ sth to make sth perfect or as good as you can 使完善; 使完美; 使完备



7. Mixue's biggest **ambitions** for growth are in countries with rapidly growing economies and many young people, such as Indonesia, **the Philippines**, **Thailand** and Vietnam.



ambition /æm'biʃn/ **noun** [C] something that you want to do or achieve very much 追求的目标; 夙愿

(the) Philippines /'filipi:nz/ **noun**

[pl.] a country consisting of a group of islands in South East Asia 菲律宾 (东南亚的群岛国家)

Thailand /'tailænd/ **noun**

[sing.] a country in South East Asia 泰国 (东南亚国家)

Yet over the past year Mixue stores have also opened in Australia, Japan, Singapore and South Korea, and the firm has registered its **trademark** in markets from Europe and America to **Kyrgyzstan** and **Uzbekistan**. It has announced plans for an **initial public offering** on the **Shenzhen Stock Exchange**. The singing snowman is coming your way.



trademark /'treɪdmɑ:k/ **noun** (abbr. **TM**) a name, symbol or design that a company uses for its products and that cannot be used by anyone else 商标

Kyrgyzstan /'kɪəgiːˌstɑ:n/ **noun**

[**sing.**] a country in central Asia 吉尔吉斯斯坦 (中亚国家)

Uzbekistan /ˌuzbekiˈstɑ:n/ **noun**

[**sing.**] a country in central Asia 乌兹别克斯坦 (中亚国家)

initial public offering **noun** 首次公开募股, 指一家企业第一次将它的股份向公众出售。

Shenzhen Stock Exchange **noun** 深圳证券交易所

