

How MenuSifu Powers MIXUE's U.S. Expansion

A scalable system for high-volume bubble tea growth

From faster ordering to multi-location management

[Book a Free Demo](#)



Growth Is Exciting. Scaling Is Hard.

As bubble tea shops grow, operations get more complex—fast.



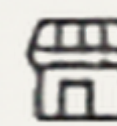
Group Dynamics



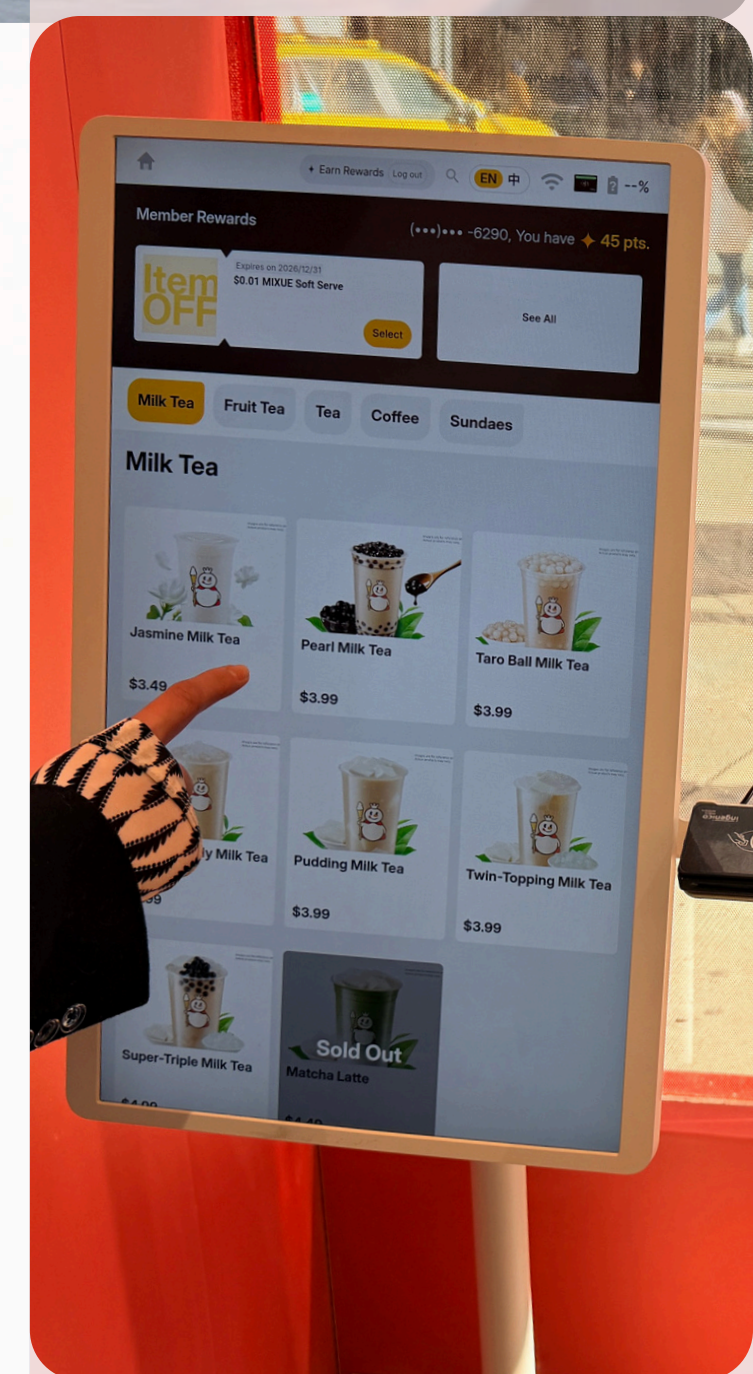
Custom drinks
→ Complex orders



Staff



Multi-store



Bubble tea is one of the fastest-growing segments in the U.S. restaurant industry. Brands like MIXUE are expanding quickly, driven by strong demand, social buzz, and a loyal customer base. But growth brings pressure.

As bubble tea shops scale, operators face:

- Long lines during peak hours
- Complex, highly customizable orders
- Labor constraints and training gaps
- Inconsistent operations across locations
- Difficulty turning first-time customers into regulars

Opening strong is easy. Scaling sustainably is not.





Why MIXUE Chose MenuSifu

To support rapid U.S. expansion, MIXUE has more than a POS—it needed a scalable operating system.

THE SYSTEM

Faster Ordering



Kiosk

Reduce lines and speed up service with self-ordering and optimized POS workflows.

Built for Customization



Drink / mods

Handle complex drink modifications with accuracy and ease.

Unified Ordering



Phone + POS

Connect in-store, online, and third-party orders seamlessly.

Multi-Location Control



Dashboard

Manage menus, pricing, and performance across all stores in one place.

Built-In Growth Engine



Turn first-time customers into regulars with loyalty and data insights.

Loyalty



Reward-Promos

Connect in-store, online, and regulars orders seamlessly.

What This Means for Your Shop

- Serve more customers without adding staff
- Maintain consistency as you grow
- Reduce operational chaos
- Build a loyal customer base

Ready to Scale Your Bubble Tea Business?

See how MenuSifu helps you simplify operations and grow with confidence.

[Book a Free Demo](#)

If you'd like to learn how modern bubble tea shops are using technology to grow their businesses, we'd love to show you how it works.

Schedule a Demo
 Call: (732)847-4520
 Message us:

<https://www.menusifu.com/contact>

