



## 平價高質感

### 嗜一口新鮮現煮風味

Affordable High-quality: Taste the Freshly Brewed Goodness



從城市到鄉間，從清晨到深夜，  
隨時來杯現煮飲品，滿足每一刻的悠閒時光。

Be it in the city or rural areas, dawn or midnight,  
have a cup of freshly-brewed coffee  
to satisfy every moment of relaxation.

CITY CAFE是許多人一天提振精神的來源。十多年來，始終堅持最高品質，每天嚴選每一顆咖啡豆，運用先進的技術與機器設備，經過嚴密的層層調校把關，才能放心交到消費者手上，帶動現煮咖啡大眾化。而隨著消費者品味不斷提升，CITY CAFE更持續深耕、提升品質，並在2018年推出精品咖啡品牌「CITY CAFE PREMIUM」，為咖啡愛好者提供更優質的飲品選擇。

CITY CAFE products are where a lot of people find their boost of energy every day. For the past decade, we have always insisted on using the best quality beans and carefully select each coffee bean every day. We use advanced technology and equipment that are meticulously fine-tuned and monitored to deliver high-quality coffee drinks to our customers and further popularizing freshly-brewed coffee. As the tastes of our customers become more sophisticated, CITY CAFE continues to improve product quality and provide coffee lovers with better and higher quality drink choices, including "CITY CAFE PREMIUM", a luxury coffee brand launched in 2018.

2016年引進新鮮、嚴選素材的現萃茶，緊接著在2017年推出擁有Q彈口感的珍珠系列，透過層層把關的製作流程，使用專業設備每日現萃，確保每一杯茶飲品質穩定且口感新鮮，搭配Q彈的珍珠，呈現多元的口感。7-ELEVEN一路堅守品質，讓你無論何時何地，都能在任何一間門市，品嚐到風味一致的高質感飲品。

In 2016, we introduced the fresh and meticulously selected Xian Cui Cha line; and in 2017, we launched the bouncy tapioca drink line. During the carefully managed production procedure, we use professional equipment to extract fresh tea daily to ensure every cup presents the same quality and fresh taste. Some may choose to add in bouncy tapioca balls for an additional different texture. Quality is always carefully monitored at 7-ELEVEN, so that no matter where you are or when, you can always enjoy a cup of high-quality fresh tea drink in any store.

