



## Tims China Signs Up Lars Huang as Brand Ambassador

Jul 15, 2025

Shanghai, July 15, 2025 — TH International Limited (NASDAQ: THCH), the exclusive operator of Tim Hortons coffee shops in China ("Tims China" or the "Company"), is pleased to announce that the extremely popular and multi-talented singer-songwriter-influencer Lars Huang has officially become the brand ambassador for Tims China this year. Lars kicks off an exciting series of collaborations designed to bring the Tims China name and its flavorful, healthy, and light products to ever-growing audiences, particularly to the Gen Z generation.

**天好咖啡**

**「凡是美味 皆是堡贝」**

**记得来Tims  
好好吃午饭!**

*Lars Huang*

Tims 天好咖啡品牌代言人  
黄子弘凡

(Tim China partners with Lars Huang to launch exciting new lunch menu innovation)

A brand film featuring Lars Huang was released alongside the announcement. In the video, Lars, a true “foodie”, promotes enjoying a proper, nutritious and delicious lunch — encouraging everyone to recharge and find joy and energy amid their busy days. Inspired by Lars’s lively and energetic personality, Tims China also introduced an original IP character, Happy Bagel Pup—a high-energy bagel-inspired puppy designed in his likeness. This cheerful character will appear on limited-edition Tims merchandise such as paper bags and cup sleeves.

Lars Huang is celebrated for his creative songwriting talent, passionate musical style and strong live performances. With over 10 million followers on Weibo, one of China’s largest social platforms, he has an impactful presence both online and in mainstream media.

**Yongchen Lu, CEO of Tims China** stated: “We are delighted that Lars, famous for his joyous music and wonderful energy, is also a devoted fan of Tims China, especially loving our bagels and Light Lunchboxes as his go-to meal on busy workdays. With his huge following on social and mainstream media, we are fortunate to have him on board and look forward to our collaboration.”

**Summer Releases, Fresh and Energizing — Including Lars Huang’s Favorites**

With the arrival of summer, Tims China is launching a series of refreshing new items that offer layers of flavor and good vibes, including several endorsed by Lars Huang himself. These “coffee + warm food” combos are packed with energy and happiness for the season:



(Tims China summer menu adds new items)

- Yuzu Sparkling Cold Brew – Crafted with coffee slow-brewed for 16 hours and infused with whole-fruit extracts of fragrant Yuzu and Changshan citrus, this drink is blended with crisp sparkling water for a bright, invigorating experience. Its layered profile delivers a smooth, lightly sweet taste and refreshing aroma with every sip. Also available as Yuzu Latte and Yuzu Sparkling Beverage.
- Grilled Beef Bagel Sandwich – A signature Tims bagel sandwich made with Angus beef patty grilled at 180°C, layered with German-style pickled cabbage, smoky bacon, onions, and tender black pepper chicken breast. It’s flavorful, satisfying, and packed with protein, perfect for summer enjoyment.
- Spicy Dai-style Beef Energy Bowl – Made with lime juice, lemon, orange, and chilies for a tangy and spicy broth, this dish features tender beef, mushrooms, soft-boiled egg, roasted vegetables, and multigrain rice for a nutritious, balanced meal. With 18 ingredients in one bowl, it is a warm, satisfying and also light meal. Other options include a Konjac Noodle Energy Bowl with Spicy Beef and a Spicy Chicken & Beef Wrap combo.

Starting today, customers can purchase Lars Huang’s signature meals at Tims China locations nationwide. Pick your favorite for a chance to receive an exclusive “Energy Card” featuring Lars himself. Ten select cities, including Beijing, Shanghai, Guangzhou and Hangzhou will also feature themed stores where fans can enjoy an immersive experience that highlights the summery synergy between Lars Huang and Tims China. All themed stores will be specially decorated with Lars-inspired designs, offering raffle activities and check-in rewards for exclusive merchandise. More exciting collaborations from our new series are coming soon, so stay tuned.

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**ABOUT TH INTERNATIONAL LIMITED**

TH International Limited (Nasdaq: THCH) (“Tims China”) is the parent company of the exclusive master franchisee of Tim Hortons coffee shops in mainland China, Hong Kong, and Macau. Tims China was founded by Cartesian Capital Group and Tim Hortons Restaurants International, a subsidiary of Restaurant Brands International (TSX: QSR) (NYSE: QSR).

The company's philosophy is rooted in world-class execution and data-driven decision making and centered around true local relevance, continuous innovation, genuine community, and absolute convenience. For more information, please visit <https://www.timschina.com>.

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