

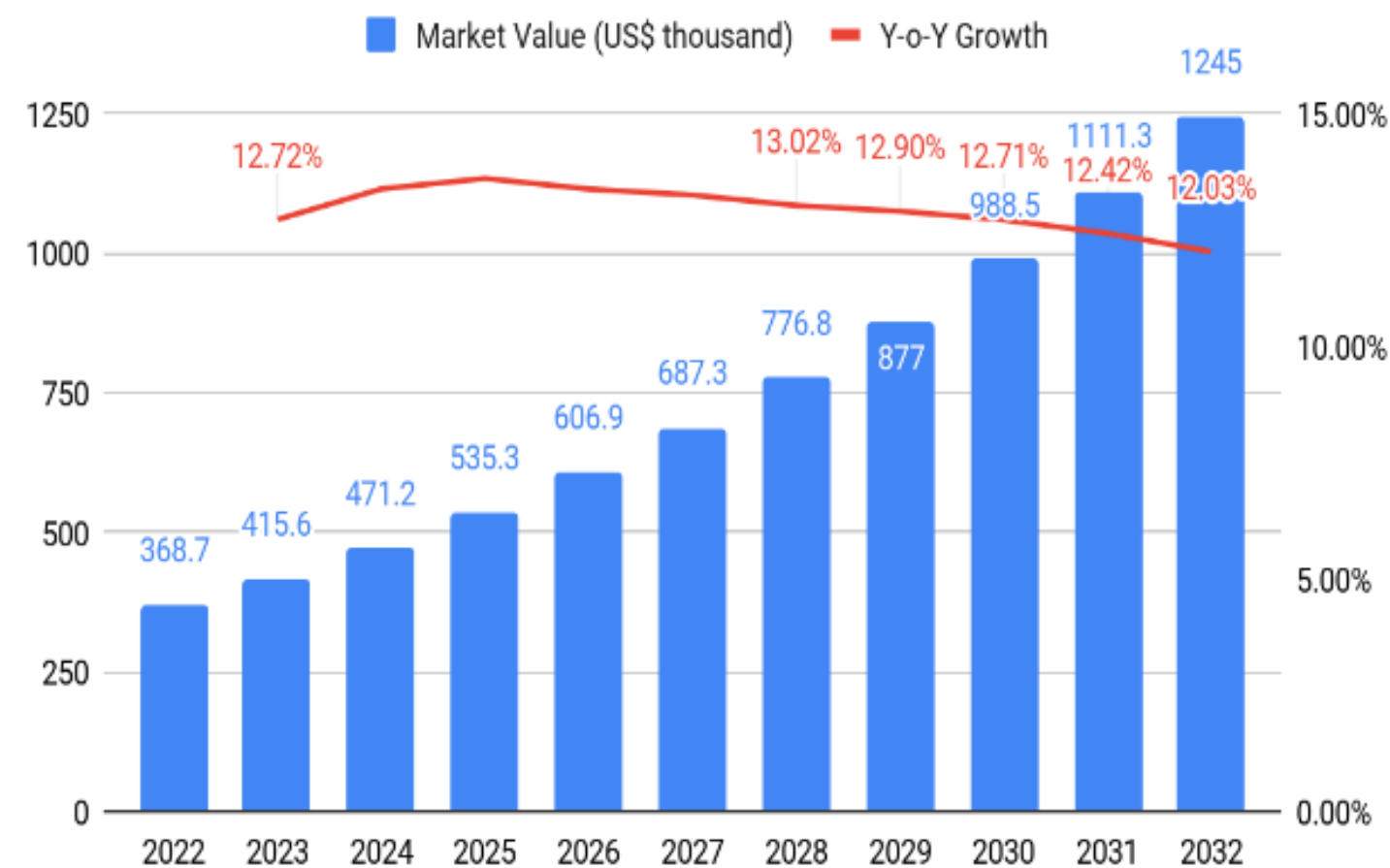


BOBA TEA INTRODUCTION



WHY BOBA?

U.S. Bubble Tea Market Value and Y-o-Y Growth, 2022-2032



- The U.S. bubble tea market is anticipated to reach **\$1.25 Billion by 2032**
- Currently industry leaders are focusing on smoothie and fresh fruit teas with addition of **chewable and popping boba**
- **Florida, New York, California, Texas, and Washington** together hold a significant share of 66.8% in 2022, with more than 1/6th of the market

MAKING BOBA- BASICS

*estimated

Drink	Add to Serving Cup	Add to Shaker			Ingredient Cost*	Average Price
Original Milk Tea	50g boba/pearls	150mL black tea	50g Fructose	Top Off w/ice	\$0.98	\$6.25
Fruit Green Tea	25g crystal/popping boba	180mL jasmine tea	50g flavor syrup	45 mL water + top w/ice	\$0.92	\$5.45

These 2 basic recipes represent **over 60%** of all boba drink purchases. Variations in syrup flavors (strawberry, mango, etc.) and boba toppings (tapioca, crystal, or popping boba) create multiple menu options.



INTRODUCTION

Bubble Tea, also known as Boba Tea, has gained widespread popularity across the globe. It is a sweet, refreshing and flavorful drink that is made using tea, milk (or milk alternatives), and various toppings, which are combined in diverse combinations to create a wide range of boba tea drinks.

The base of bubble tea typically consists of tea, which is often black or green, combined with milk and sweeteners such as sugar or syrup. These combine to create a rich and creamy drink.

One of the most distinctive features of bubble tea is the addition of toppings, which can include chewy tapioca pearls (also known as "boba"), fruit jelly, pudding, and fruit bits. These toppings add texture, flavor, and color to the drink, making each bubble tea unique.

There are many popular variations of bubble tea, each with its own unique combination of tea, milk, and toppings. Some of the most popular variations include:

- 1. Classic Boba Tea:** This is the original boba tea, which consists of various black teas, milk (or dairy alternative), sugar, and chewy tapioca pearls.
- 2. Fruit Boba Tea:** This type of boba tea is made using fruit or fruit-flavored syrups, resulting in a sweet and fruity drink.

The beauty (and challenge) of preparing boba tea is the flexibility that boba tea allows. Each customer may have their preferences for their perfect boba experience. But for consistency's sake, you may want to develop your own "base" recipe to modify as the occasion requires.

DRINK COMPONENTS

Although there is no “perfect” boba base recipe, ingredients are often combined in the ratios below:

Boba = 1-4 parts.

These may include golden tapioca pearls, brown sugar tapioca pearls, crystal boba, popping boba, or a combination of these.

Sweetener = 1-2 parts.

Cane sugar syrup, simple syrup, brown sugar syrup, and other liquid sweeteners can be used. Purees and flavored syrups also add sweetness along with flavor.

Milk (or dairy alternative) = 1-2 parts.

While milk powders are often used, some recipes combine milk with condensed milk and reduce the sweetener ratio accordingly. Oat, almond, soy, and other alternatives may be used, but may affect the thickness of the drink.

Tea = 3-16 parts.

The amount of tea in a bubble tea drink can vary widely, depending on how much tea flavor is desired, and the use of other ingredients.

Ice = 0-9 parts.

Some boba drinks require more ice to keep them cold and dilute the thickness of syrups for better mixing.

Toppings = Varies.

Additional toppings and ingredients often include purple rice, aloe, and fruit flavored jellies

Whether you prefer a classic black tea with chewy boba, or a sweet and fruity variation with jelly or fruit bits, there is a boba tea for everyone.



MINIMAL EQUIPMENT NEEDS

Aside from basic ingredients like ice, syrups, and tea, bubble tea can be made with a minimum amount of equipment. These include:

A clear, 1,000 mL cocktail shaker

A 1,000 mL clear cocktail shaker allows enough space to prepare a 16 oz drink and still have enough room for the ice needed to chill the drinking during shaking. Using a clear shaker makes it easier to see how well the ingredients are mixing during shaking, and also to check that the shakers are properly cleaned between uses.



PREP, SERVING, & STORAGE



Bubble tea pearls and toppings must be properly prepared, stored, and served to ensure that they are safe and enjoyable for customers.

Preparation:

Tapioca pearls are usually purchased dry and must be rehydrated before use.

Storage:

Tapioca pearls can be stored in a sealed container in the refrigerator to prevent spoilage. They should be consumed within 24 hours to ensure that they remain fresh and safe to eat. Popping boba and other toppings should be refrigerated according to package instructions

Serving

When serving tapioca bubbles in bubble tea, it is important to measure out the appropriate amount of pearls or toppings for each drink.

It is also important to maintain proper food safety and sanitation practices when handling toppings. This includes washing hands thoroughly before preparing or serving the toppings, and storing the pearls at the appropriate temperature to prevent contamination.

OTHER RECIPES

Tapioca Pearl Prep	
250 g tapioca pearls (TB01 or TB02)	100 mL cool water
2.5 L of water for boil	100 g sugar
1. Boil water on high heat, and then add tapioca pearls. Stir evenly to prevent sticking 2. Return to boil, adjust heat to low and cook for 25 minutes, stirring once every 5 minutes to prevent sticking 3. Remove from heat and let sit for 25 minutes 4. Strain off water, rinse 3x with cool water, then drain and set aside. 5. Add warm water and sugar into a pot or container and stir to dissolve. 6. Pour in the drained pearls and stir evenly. Pearls will keep for 4 hours.	

Easy Milk Tea Boba Recipe (16 oz)	
240 mL black tea base	50 g brown sugar tapioca boba
30 mL cane syrup	ice
30 mL condensed milk	
1. Add brown sugar boba to serving cup 2. In a shaker combine: black tea, syrup, and condensed milk. Shake well. 3. Pour into serving cup. 4. Top with ice as needed	

Mango Green Tea Recipe (16oz)	
125 mL jasmine green tea	15 mL liquid sweetener (e.g. cane syrup)
125 mL ice water	50 g crystal boba - mango
30 mL mango flavor syrup	ice
1. Add crystal boba to serving cup 2. In a shaker combine: ice, base green tea, ice water, syrup, and sweetener 3. Shake well and pour into serving cup. Top off with ice as needed.	

Peach Oolong Boba Recipe (16 oz)	
175 mL oolong tea base	50 g mango popping boba
15 mL peach syrup	ice
1. Add popping boba to serving cup 2. In a shaker combine: ice, oolong tea base and syrups 3. Shake well and pour into serving cup. Top with ice.	

Coffee Boba (16 oz)	
240 mL coffee	creamer
30 mL cane syrup	ice
50 g coffee jelly	
1. Add coffee jelly to serving cup 2. In a shaker combine: coffee, ice, and syrup. Shake well. 3. Pour into serving cup. 4. Top with creamer	

Tropic Passion Boba Recipe (16 oz)	
60 mL rum	50 g passionfruit popping boba
30 mL pineapple juice	30 mL passionfruit syrup
60 mL jasmine green tea	ice
1. Add popping boba to serving cup 2. In a shaker combine: ice, rum, juice, tea, and syrup 3. Shake well and pour into serving cup. Top with ice.	

OTHER RECIPES

Matcha Lemonade Recipe (16 oz)	
2 g matcha powder	50 g crystal boba
150 mL ice water	ice
40 mL lemon syrup	
1. Add crystal boba to serving cup 2. In a shaker combine: ice water, matcha powder, and lemon syrup 3. Shake well and pour into serving cup. Top with ice.	

Hawaiian Boba Punch Recipe (16 oz)	
200 mL hibiscus base	50 g passionfruit popping boba
15 mL passionfruit syrup	ice
15 mL guava syrup	
1. Add popping boba to serving cup 2. In a shaker combine: ice, black tea base and syrups 3. Shake well and pour into serving cup. Top with ice.	

IPA Mimosa Recipe (16 oz)	
180 mL IPA	50 g crystal mango boba
60 mL pineapple juice	ice
1. Add crystal mango boba to serving cup 2. Add ice to serving glass until glass is half full 3. Pour pineapple juice and IPA into glass at the same time	

Amethyst G&T with Lychee Popping Boba Recipe (16 oz)	
60 mL blue butterfly infused gin	30 mL lychee syrup
10 mL lime juice	35 g lychee popping boba
ice	tonic water
1. Add lychee popping boba to a highball serving glass 2. In a shaker combine: ice and gin 3. In a separate container, combine lime juice and lychee syrup 4. Shake gin and ice well and pour into highball serving glass. 5. Pour in lime juice and lychee syrup to show the color change 6. Top off with ice and splash of tonic water.	

Boba Margarita Recipe (16 oz)	
45 mL jasmine tea	20 mL of mango syrup
60 mL tequila	50 g lychee or mango popping boba
10 mL of lime juice	salt for rim (optional)
1. Salt the rim of the serving glass 2. Add boba to serving glass 3. In a shaker combine: ice, tea, tequila, and lime juice 4. Shake well and strain into serving cup.	



FIRST TEA NORTH AMERICA
1 COUNTY ROAD
UNIT A13
SECAUCUS NJ 07094
201.815.6431
INFO@FIRSTTEA.COM

