

# Boozy Boba Party Planning (go/boozyboba)

*Status: In Review*

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## Objective

This document describes the planning steps and design considerations needed to host a boozy boba party on Sunday, September 2nd, 2018.

## Background

Boba is delicious and booze is also delicious. Parties are sometimes fun. Please refer to the Wikipedia articles for [boba](#), [alcohol](#), and [bacchanalia](#), respectively.

## Overview

We (Maria, Dan, and I) will be hosting a party at Maria and Dan's apartment on Sunday. Maria and I have developed four diverse cocktails (refer to [Recipes](#) section for more detail) in anticipation of this event. The turnout for this event is expected to be between 10-15 people.

## Recipe ingredients

### Cereal Milk & Bourbon<sup>1</sup>

- Milk
- Cornflakes
- Bourbon
- Brown sugar
- Salt
- Honey/cornflake powder for garnish



Fig. 1: Cereal milk boba

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<sup>1</sup> Inspired by [Momofuku Milk Bar](#)'s cereal milk and [Humphry Slocombe](#)'s *Secret Breakfast* ice cream.

## Coconut Matcha & Vodka

- Milk
- Matcha powder
- Cream of coconut
- Honey
- Vodka
- Raspberries for garnish
- Coconut flakes for garnish



Fig. 2: Coconut matcha boba

## Coffee & Liqueurs

- Milk
- Amaretto
- Kahlua
- Bailey's
- Cold brew
- Chocolate pirouline for garnish
- (Optional) Whipped cream for garnish



Fig. 3: Coffee boba

## Strawberry Pineapple Pina Colada Smoothie

- Milk
- Yogurt
- Pineapple
- Strawberries (frozen is sufficient)
- Malibu
- Rum
- Lime juice
- Amaretto
- Strawberries for garnish

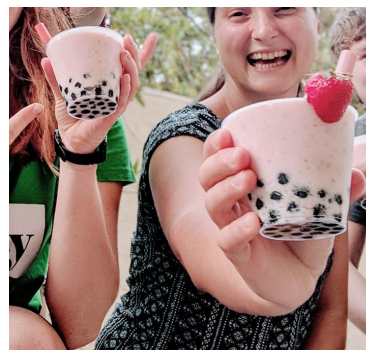


Fig. 4: Smoothie boba

Al(cjqian@): Bring shaker tools.

## Consolidated shopping list

- 4 gallons of milk
- 1 small box of cornflakes
- (If available) 1 bottle of cream of coconut
- 1 small box of raspberries for garnish
- 1 carton of cold brew
- 1 can of whipped cream
- 1 bag of frozen strawberries
- 1 small box of strawberries for garnish
- 1 can of whipped cream
- Small thing of rum; Al(cjqian@): Hook it up
- 4 pounds of boba (maybe [these](#) or [these](#)?, or we can get at store)
- ✓ 1 additional package of cocktail cups as a preventative measure re: leaks

## Preparation by Timeline

### 3:00 pm: ingredients shopping

Shopping will be done at [99 Ranch Market](#) for boba and adjacent [Nob Hill Foods](#). Please refer to the [Consolidated shopping list](#) section above for specifics.

### 4:00 pm: prework

#### Cocktails

The following table outlines steps for creating the 4 cocktails, along with a recommended sequence optimized for minimal downtime. This will result in

- 1x gallon filled with cereal milk & bourbon
- 1x gallon filled with coconut matcha & vodka
- 1x gallon filled with coffee cocktail
- 2x pitcher of strawberry smoothie; Al(cjqian@): bring another pitcher

Cereal milk	Coconut matcha	Coffee cocktail	Strawberry smoothie
Toast cereal @ 300 deg. for 20 minutes			
	Pour 2 cups of milk from gallon into pitcher 1		
		Distr. a third or half of gallon into pitchers	
	Heat a honey syrup		

	Incorporate matcha powder into a cup of milk		
	Mix matcha, honey syrup, cream of coconut		
	Pour mixture into gallon		
	Add vodka to taste		
	Freeze		
		Mix Kahlua, Bailey's, Vodka, Amaretto (approx. 2 cups)	
Pour gallon of milk into a large bowl			
Soak toasted cereal in milk for 20 min			
			Put frozen yogurt and pineapple in blenders
		Pour coffee and alcohol into gallon	
		Freeze	
			Add malibu, rum, dash of lime juice, and amaretto
			Blend
			Freeze
Filter cereal milk into gallon			
Create brown sugar syrup w/ dash of salt			
Mix syrup into milk			
Add bourbon to taste			
Freeze			

*Table 1: Optimal cocktail preparation schedule*

## Other

- Cut straws by  $\frac{3}{4}$  to fit better in cocktail cups
- Prepare crushed corn flakes in a bowl
- Prepare liquid honey in another bowl
- Clear a serving space (maybe the counter)
- Prepare **hella boba**

## Project Information

Currently, the boozy boba team is made of three members:

- Maria Janczak, boba connoisseur and maker of bubbles. Also co-owner of kitchen.
- Crystal Qian, cocktail inventor and marketing enthusiast.
- Daniel Rubery, opener of tightly-closed jars. Also co-owner of kitchen.

## Security Considerations

Here is a [document](#) on crime rates in Mountain View. We will be taking next to no security precautions whatsoever. This strategy seems like it will result in no negative consequences due to a conservative assessment of danger probabilities based on the aforementioned document.

## Privacy Considerations

We've created a private Facebook event [here](#). Potential leaks are a definite possibility as party-goers can invite friends, but this will probably be okay because parties are usually more fun with more people. With regard to the boozy boba project, it has been floated around social media (Instagram) for initial market assessment. We should probably jump while the market is hot, because this is a great idea. However, it will not be the end of the world if this idea is leaked to potential competitors, because the world could benefit from more boozy boba.

## Testing Plan

	Cereal milk	Coconut matcha	Coffee	Strawberry
Maria	2	3	4	1
Crystal	1	2	3	4
Dan	2	4	1	3
Leah	2	-	-	1

Table 2: Taste testing results by order of preference.

Our testing strategy has mainly been by taste. I don't remember Dan's preferences specifically, so the table above might be inaccurate. For tester in row  $i$  and cocktail in column  $j$ , the value  $v$  in the  $(i, j)$ th cell denotes that the  $j$ th cocktail is tester  $i$ 's  $v$ th favorite cocktail of the four. We failed to account for the fact that the first batch of coconut matcha was extremely boozy and the testers only got progressively more inebriated throughout the testing process, so it's possible that this added bias to the procedure.

A brief analysis of the above table shows that each of the testers had relatively varied tastes (that is, there is no cocktail that is strictly in first or last place), so this could be a signal that each of the cocktails is not grossly less delicious than the others.

## Work Estimates

The planning phase is already over. The party starts at 7:00pm, so I'd expect that starting the preparations around 3:00pm on the same day should be sufficient. This is accounting time for a yummy dinner beforehand, with location TBD.

## Potential Patents

Most likely, yes. Consider this party an experiment to gauge market interest. If successful, we will consider expanding the current team size and reaching out to potential markets, such as Sunnyvale, CA, with an aim of global expansion TBA.

## Related Work

We conducted a cursory evaluation of existing competitors and could find none. Here is a brief analysis of market need with respect to features that are important in boba.

	Delicious	Boozy	Novel	Great boba
Our boba	yes	yes	yes	yes
Other boba	yes	no	no	sometimes

Table 3: Boba market comparisons.

## Document History

Date	Author	Description	Reviewed by	Signed off by
2018-08-29	cjqian	Initial draft		...