

STROBA™

“REUSABLE CONTAINER – ENJOY BOBA AND REDUCE PLASTIC WASTE”

Problem:

Conventional boba drinks waste far too much plastic when consumed. For example, a 12oz beverage requires a typical drinker to waste a large straw, a plastic container, and the plastic filament on top of the container that just ends up in the environment. Today's consumer is tired of having this exorbitant amount of unnecessary packaging forced upon us to enjoy food or beverages.



Solution:

Provide consumers the power to use an alternative to plastic but still provide a fun and convenient way to enjoy Boba and other beverages with the STROBA™ (patent pending) replacement to the inner lid of existing Mason Jars. Consumers today want an alternative to the plastic that is forced upon them. The design is reusable, made from stainless steel and allows the user to open and close without unscrewing the entire cap. Since the straw is integrated into the cap, there is no need to have to remember to bring your straw as well, as it is already in your jar. Not only are we removing the single use plastic straw, but the whole plastic cup and filament as well. Check out our Facebook page and website!

Benefits for Bubble Tea store owner:

- Advertise with a unique product that no one else has on the market, giving you and your brand a competitive advantage.
- Advertise with a greener alternative to single use plastic waste.
- Advertise in people's homes with a reusable jar (with your logo) and a Stroba™.
- Create a loyalty program with a discount for customers when they return to your store to fill their Stroba™ with your boba.



Benefits to consumer:

- Accepted everywhere
- Many folks already have wide mouth mason jars
- Easy to clean, take apart and fits in the dishwasher
- Secured seal, drinks last longer
- Helps fight against single use plastic waste
- Better for the environment than single use plastic.

Prototype Considerations:

- The prototype you have is made from a somewhat water absorbent plastic and liquid has the potential to soak through the striation lines. The actual Stroba™ will be molded from food grade BPA-free water-resistant number 5 polypropylene (same material as Tupperware).
- Bearings used in the prototypes are Stainless Steel, but the Stroba™ will have plastic bearings so there will not be the rusting that may occur on this combination of water absorbent plastic and Stainless steel.
- It will retain water upside-down, but it can drip or leak if shaken upside down violently.

As more and more governments ban plastic straws and other single use plastics, where will that leave your bubble tea shop? Get ahead of the market with a hot new product and appeal to your customers who care about the environment.

Please contact us with questions including pricing and availability. Minimum wholesale price \$10, sell for \$20 to \$28.

