

Simplicitea:

“In Madison is just like kind of a place downtown. And it was popular in middle school. For whatever reason, like they had, I don't know, it was like a middle school boba craze. So then I went there in middle school. And then my friends and I like flash forward to, like, senior year of high school, I spent a lot of time in downtown Madison. So, every time we would be down there, I'd be like, we should get Sencha, and then it just became kind of like an addiction. And so it was really nice to come here and see that there was still like a Sencha, like a reminder of home.”

“I think. Yeah, I mean, at least boba has some social media or at least, like, I don't know if pop culture would be the right word for it. But, like, yeah, pop culture influences people because it's kind of like a trend to like boba tea shops, at least recently. It's been kind of a trend, and like they've been popping up like crazy. And in middle school, I think it was like, it's kind of like the Starbucks unicorn Frappuccino vibe. It's like it went viral.”

Starbucks:

“Omg, Actually didn't order the vanilla bean frappuccino. After my first time I would get the caramel frappuccino. And that was like my drink for a while. But then once I like maybe got to high school or something I really like I realized that. I mean the frappuccinos have a really bad rap. On social media, which is valid because they're like, horrible to make. But once I started realizing it was kind of like an embarrassing thing to order. I wouldn't do that anymore. And then especially once I started working at Starbucks, and I saw how annoying it was to make I'd never ordered them. But as for like the secret menu items I haven't tried or like when James

Charles popularized the pink drink. I did get that because of social media. But I never tried the unicorn frappuccino. or anything like that. I guess I tried the pumpkin spice.”

“I mean, the whole thing about the pumpkin spice latte is like basic white girls. Which I guess I don't know. I guess that is a thing. I know the pumpkin Chai, like the pumpkin cold phone, was really popular. Like this year. I didn't end up getting it but yeah, I guess it's kind of like a white girl thing. Like that's the whole thing on social media is like white girl Pumpkin Spice Latte. And the pink drink was like a lot of middle schoolers like me, like watching James Charles and he's like, wanted a pink drink.”

“Pumpkin Spice, I think, is also similar, but not necessarily because it's pretty but because it's like a fall thing. I remember like, it happens every year on TikTok on Instagram. Every year it's like, oh, when you walk outside in the air it starts feeling like you need a pumpkin spice latte, and you need to watch The Nightmare Before Christmas when you get home. Like it's just kind of the pumpkin spice lattes, and we're like, falling it's like an aesthetic thing. I've never seen anyone say that it tastes good. It's always just like, it's that time of year again. I'm going to like Starbucks dropping all their pumpkin stuff.”