

**Wellsville Chamber of Commerce
Chamber Spotlight
Aurora Coffee Co.
By: Dawn Rottinghaus**

Our fifteenth Wellsville Chamber of Commerce Spotlight focuses on Aurora Coffee Co. that is owned by Dawn Morton and is located at 608 Main Street.

Morton opened Aurora Coffee Co. in March of 2018. She always wanted to open a coffee shop in Wellsville because it is where she lives, and she loves the community and the people who live here.

With one full-time and four part-time employees, Morton believes her coffee shop has a great deal to offer its customers. Aurora Coffee Co. offers a large variety of flavored coffees (frappuccinos, cappuccinos, lattes), teas, and cold drinks, as well as food items such as breakfast pastries, salads (seasonal), sandwiches, funnel cakes, pretzels, cotton candy, sno-cones, etc.

Although Aurora strives to serve a large target audience, they generate a great deal of their business with the younger crowd and tend to cater to the wants and needs of the students. Customers appreciate the free Wi-Fi, especially kids, because they can come in and use it without the obligation of purchasing anything. Kids often come in to do their homework, as Aurora offers a nice quiet place to lounge and study with the couches and comfy chairs located in the back. Kids also love to purchase the Popping Pearls that come in a variety of flavors and mix well with cold drinks, such as lemonade.

Aurora Coffee Co. is excited about the success it had at this year's Wellsville Car Show and the annual Wellsville Days event. They had the opportunity to offer new food items that it would like to begin selling soon. Morton and her manager, Marlene Millbern, who has 10 years of bakery experience and 30 years total in the food service industry, plan to expand the breakfast menu to include biscuits & gravy and croissant sandwiches.

As for lunch, Aurora's offers deli sandwiches, salads, soups, and hot dogs. "We currently are in the process of expanding our food menu to include items such as chicken strips and fries and burgers to pick up some of the clientele that frequented Boppers. We also plan to sell ice cream in the future, which will be a big hit with the kids. We are also excited about offering a variety of soups in the winter, while selling whole homemade pies for the holidays," stated Millbern.

Offering the shop for bridge groups and various Bible study groups has been a great service that is currently provided. This has been a great opportunity to relate to community members during Aurora's non-peak times. Aurora also offers the opportunity to reserve spacing and meals for small parties. Customers interested in doing this may call (785) 816-1616, or go to their website at aurora-coffee.com or even their Facebook page (@Aurora.Coffee.KS) to find out more.

Aurora is considering hosting social events such as game night, trivia night, open mic, girls night out, sip and shop (vendors come in for the evening to sell their products or services), etc. These types of events will bring in business and allow potential customers to see what Aurora's has to offer, but space is a concern they will first have to navigate.

Aurora strives to support the community because the community helps to support them. "It is important for us to give back as best we can," stated Millbern. "We enjoy providing alternatives to the kids as well. With more expansions and more to offer, we look to build our reputation and gain more customers." They are hoping as their customer base tends to grow, their business will grow through word of mouth.

So, take the time to visit Aurora and see what they have to offer. Visit their website for hours of normal operation and for happy hours. And if you are looking for a tasty and personal gift for a friend or family member, consider purchasing an Aurora Coffee Co. gift card.

AURORA

COFFEE CO.

