

Entrepreneurial Services Spotlight

Drinks 'N Dreams Cantina is owned by Jeanette Selk and Staci Selk. They explored many options for the name of their business before settling Drinks 'N Dreams derived from a Waylen Jennings song called Drinking and Dreaming and added "Cantina" to the name because the little trailer looks like a cantina.

We sat down with Jeanette Selk to learn more about the business and services Drinks N' Dreams Cantina offers. She told us they are considered a mobile bar, which is a concept relatively new to this area. They have a liquor license. Drinks 'N Dreams can bring their trailer to an outdoor event, or they can serve drinks at an indoor venue. Jeanette tells us, "We need at least 48 hours advance notice because we must notify the state of Kansas of each event we schedule." Drinks 'N Dreams employs two full-time and two part-time employees. Anyone over 18 years of age can help.

The target market for Drinks 'N Dreams are adults who want an alcoholic beverage at an event, but they also can offer non-alcoholic drinks as well. They mostly want to concentrate on weddings, craft fairs and events at remote outdoor locations. However, since they have a liquor license, they can serve at indoor venues as well. They can also provide the alcohol for indoor events, if necessary. "Our goal is to make it easier for the event coordinator by providing our flexible services," says Selk.

When asked what products and services they offer, Jeanette said, "For each event, we offer three different "themed" drinks – one made with vodka, one with rum and one with tequila. We also offer domestic and craft beers and seltzers. We can sell those products by the drink, provide a cash bar, open bar, or any combination of individualized packages. We price packages by the number of guests and what kind of drinks requested." Drinks N' Dreams can also provide ice, cups, napkins, and garnishes. On the horizon, we plan to serve slushies. Our first gig with the slushie machine was at Hallowesta in downtown Wellsville where we offered non-alcoholic drinks to the kids. Soon, we will offer adult slushies served with alcohol," Selk told us. "Also, we offer 10% of our sales and tips to a charity of the customers choice for each event," Selk mentioned. She wants to give back to her customers and community.

A company's core values define its identity, how important decisions are made and what drives it toward success. The best company values are carefully considered and then refined until they meet the overall driving factors, expectations, and culture of the company. Jeanette told us, "Integrity, accountability, honesty, respect and the desire to continue learning are all values that are important to Drinks 'N Dreams Cantina. We want to offer a high-quality drink at a reasonable price."

Then we talked about the problems she can solve for her customers. She said, "We can fill the requirement to have a licensed bartender/server at an event or venue wanting a mobile bar. We also offer very flexible packages. We can bring a full bar to your event and remove that responsibility from your plate of things to do. We only need 15-30 minutes before and after the event to set up and tear down. We have it down to a science!"

As we talked about the competition in this industry, Jeanette tells us, "Our drinks and packages are all customized to your event. Also, our prices are less than other mobile bars in this area. We have already built a loyal customer base that follows us to different events. And our most successful products are our

specialty drinks.” Some of their most popular are their spicy and regular Bloody Mary, Haystack (along the lines of a mimosa), and Cowboy Coffee (Kahlua, caramel vodka, Cool Whip and sprinkles). When asked how she and Staci measure success, Jeanette tells us, “We feel that word-of-mouth advertising, repeat customers and event coordinators contacting us to book events are all great wins for Drinks ‘N Dreams Cantina.”

All businesses have challenges, especially new businesses. When asked about the biggest challenges they’ve faced so far, Jeanette told us, “It’s very difficult to estimate the amount of alcohol and different drinks we will sell at events. There are SO many variables. It will come with experience. Also, we’ve found it’s hard to make sure we have enough ice!” She told us that seltzers are their least popular drink. When asked what questions she hears the most, she said, “Where is your next event? And what drinks do you offer?”

The motto of the Wellsville Chamber of Commerce is to improve business opportunities and build a better community. We asked Jeanette how we could best serve Drinks ‘N Dreams Cantina. She told us that mostly, we can help her spread the word that her business is now available for all your “social” needs. We are hearing that our Facebook promotion program has been reaching many in our community. And we know that everyone loves these articles. She tells us, “The Wellsville community can best support us by asking us to be part of downtown events and telling their friends about our services.”

You can contact Drinks ‘N Dreams Cantina through Facebook, by telephone or text at 785-304-6309 or by email at drinksndreamscantina@gmail.com to book your next event or check to see where they will be next. They are currently working on a website and hope to have it up and running soon.


 Drinks N' Dreams
 Hasty Summer Cantina
 Royals cookout
 Beers Twisted Craft beers
 Mic Ultra tea Space camper
 Busch light martin city
 Miller light
 Seltzers
 Truly
 Topo Chico
 High Noon
 Royals blue Golden
 Ocean margaritas
 Coconut rum
 Blue Curacao
 Sprite Tequila
 Orange liqueur
 Fresh lime
 Simple syrup

Koozies
 \$2.00

TIPS

It's a good day
 to have
 a drink

Drinks N' Dreams


DRINKS N' DREAMS
 CANTINA



