

Step 47 · Events

Frequently Asked Questions

How much stock should I bring to an event?

Estimate a range using the event's hours, audience, other vendors, weather, and comparable sales. Then check what your team can realistically serve. Attendance is not a guaranteed customer count, and capacity is not a demand forecast. Plan ingredients, ice, and packaging for the chosen scenario, with a deliberate cushion and a replenishment option. Keep the plan within safe storage and your budget, and record actual use to improve the next estimate.

How do I decide whether an event's vendor fee is worth it?

Work backward from a cautious sales estimate and your tested serving capacity. Count ingredients, packaging, staffing, travel, setup, waiting, cleanup, and every fee. Ask about placement, competing drinks, actual selling hours, and past attendance. A large crowd or exclusive coffee pitch does not guarantee buyers. Compare the likely contribution with another use of the day. If you treat part of the cost as marketing, set that budget deliberately and track the result.

How can I get more event bookings?

Contact organizers whose audience and schedule fit your service. Local business networks, event planners, schools, and previous clients can lead to useful introductions. Send a short description of your menu, capacity, service area, and availability, then ask about their next suitable occasion. Follow up on a clear schedule and record what converts into confirmed work. Check requirements and economics before accepting; free service or a full calendar is not automatically good business.

Which drinks should I bring to a market?

Start with the market's customers, hours, weather, and existing vendors. Owners report very different best sellers, including brewed coffee, espresso drinks, cold brew, and chai; there is no dependable universal winner. Bring a manageable menu you can prepare and serve safely, with quantities you can afford to test. Record requests, sales, shortages, and waste by time of day. Use that evidence to adjust the next market, rather than copying another vendor's busiest day.

Educational guidance. Check your own circumstances with the appropriate local professional.