



ReSTORE Marietta's Ca\$h Mob Monday's, 1

Mob 1: The Cooks Shop

After Mob 1: The Marietta Brewing Company

- There are only three rules of the mob
 - 1. To commit to spending at least \$10 at the chosen mob business.
 - 2. To come to the meet-up location after the mob, which is the Marietta Brewing Company, who will be featuring a specialty themed Mob-Tail. Here is where you will get the chance to cast your vote for the next deserving business of a Ca\$h Mob, because all we know we have plenty of worthy local businesses.
 - 3. To have a ridiculous amount of fun knowing you are single handedly supporting your local business community. "Because when we each do a little, we all do a lot!"

Again: The goal of the Mob is to show our community support for our Local Businesses, especially those who give back to their communities in big ways!

This week's chosen Mob location is really a pillar of our community.

- They are members of the River Valley Mountain and Bike Association where they do volunteer bike trail building and maintenance
- Helped take bike tours out for the inaugural Rivers Trails and Ales festival last summer.
- Members of the Suicide Prevention Coalition of Washington County and facilitate a Suicide Survivors Support Group at St. Johns on a monthly basis for those who have lost a family member or loved one to suicide.
- One is a US Swimming Certified official who worked the Marietta YMCA Swim meets for years, and has even officiated the Special Olympics swimming events.
- They are dedicated Volunteers and partners of ReSTORE Marietta
- In their own words, 'Have invested a ridiculous amount of money back in to the community through the renovation of a formerly abandoned building on Front Street.'
- They are 'survivors' of the Front Street Fire....they are Ken and Dagmur Kupsche of The Cook Shop.

Alright Mob, let's make the Cooks Shop's day!

Outcomes:

The Mob:

The Cooks Shop at 5pm had \$558.12 in total sales with 11 transactions. After the Mob, their total for the day was \$1063.13, with 30 transactions. So, within 30 minutes they almost double their sales with 19 new transactions and \$505.19 earned. They also mentioned their first customers of the day said they came because of the article in the paper

The After Mob:

The Marietta Brewing Company made a Peanut Butter Chocolate Chip Cookie Mob-Tail to go along with the Cooks Shop theme. They sold a total of 7 Mob-Tails for the event. They noted that many of the mobsters stayed and had dinner. Their total sales for the week were up 33%, and sales from the same week the previous year were up 20%. They saw a definite increase in sales, and were very pleased with the turn out. They said they had several people come in the next day to try the drink, thanks to the article in the Marietta Times and Parkersburg News and Sentinel.