



*Dirty B's*

◆ DIRTY SODAS • FLAVOR YOUR WAY! ◆

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Our mission is to craft creative, high-quality dirty sodas that bring smiles, flavor, and connection to every customer we serve.



Our Vision is to become Colorado's favorite spot for fun, creative, fully customizable dirty sodas, bringing joy, flavor, and connection to every community we serve.

# EXCETUTIVE SUMMARY-

Dirty B's is a mobile dirty soda business that creates fun, fully customizable drinks for teens, families, and busy community members looking for something exciting, affordable, and unique. The business solves the problem of boring, limited drink options by offering over 100 flavors, mix-ins, and toppings, all served quickly from a bright, aesthetic drink truck that travels to high-traffic locations. Our main product is premium dirty sodas, and our primary service is a fast, friendly, build-your-own drink experience that brings creativity and convenience together. Dirty B's makes money through daily drink sales, event bookings, and high-demand community pop-ups that attract consistent foot traffic. The company's goals are to grow its customer base, expand its mobile presence, strengthen its brand identity, and eventually open a permanent store that becomes a well-known favorite in Colorado.



# IDENTITY-

Our business creates a fun and creative drink-making experience by offering dirty sodas with over 100 high-quality syrups, mix-ins, and toppings. We are designed for teenagers and families who want a customizable drink and a memorable experience they can enjoy together. What makes us different is our fully customizable menu, where every customer gets to build a drink they know they'll love. We believe in giving people the joy of creating something unique, turning a simple soda into a moment they can look forward to. Our shop focuses on delivering a fun, aesthetic atmosphere that makes every visit feel special. With a personality that is creative, fun, and playful, our brand aims to make every customer walk out smiling. This identity guides everything we do, from our flavors to our customer experience.



# BUSINESS CONCEPT-

Dirty B's is a mobile dirty soda business built around creativity, customization, and connection. Our concept transforms the simple act of grabbing a drink into a fun, aesthetic experience where every customer designs their own flavor combination from over 100 syrups, mix-ins, and toppings. By combining premium ingredients, affordable pricing, and fast service, Dirty B's makes high-quality, personalized drinks accessible to everyone. The mobile truck model allows us to bring our playful, trend-driven atmosphere directly to schools, parks, and community events, meeting customers where they already are. Dirty B's isn't just about soda — it's about creating moments of joy, flavor, and individuality that people can share together.

# PRICES & SERVICES-

Dirty B's offers a high-quality, fully customizable dirty soda experience built on creativity, premium ingredients, and exceptional service. Our pricing is simple and transparent — \$6 for a small, \$7 for a medium, and \$9 for a large — with every syrup, mix-in, and topping included so customers never feel limited or charged extra for the flavors they love. What sets Dirty B's apart is the uniqueness of our concept: over 100 flavor options, endless combinations, and a fun, aesthetic environment that turns every drink into a personalized creation. We use top-tier syrups, fresh mix-ins, and carefully selected toppings to ensure every drink tastes as good as it looks, delivering consistent quality with every order. As a mobile drink truck, we bring this experience directly to the community — popping up at parks, schools, sports events, and neighborhoods — making it easy and convenient for customers to enjoy a premium drink wherever they are. Our service is fast, friendly, and centered around connection, with a team trained to make every interaction fun, welcoming, and memorable. Dirty B's blends affordability, creativity, and high-quality service into a one-of-a-kind drink experience that keeps customers excited to come back and create something new every time.

## TEAM & KEY ROLES-

Dirty B's is currently run by the founder, Bree McNulty, who oversees marketing, permits, driving the truck, and managing the entire team. Right now, the business operates with a team of 10 employees, with about 5 working each shift to cover the main roles: cashier, baristas (B's), and drive-thru workers. Dirty B's pays \$17/hour, ensuring 15 hours a week minimum and Dirty B's has 10 employees overall. Bree also steps in to help with drink orders during busy times, ensuring the truck runs smoothly and customers are served quickly. As the company grows, Dirty B's plans to expand into a full store, increasing the team to include more baristas, additional drive-thru staff, and a dedicated cashier. These roles are essential for keeping service fast, maintaining quality, and creating a fun customer experience. Each team member plays an important part in helping Dirty B's stay organized, efficient, and ready for high-traffic events. Over time, this structure will support the company's goal of expanding locally and eventually nationally.

## VALUES-

Dirty B's values creativity, connection, and quality in everything we do. We believe every drink should be a reflection of the person who made it — unique, expressive, and full of flavor. Our team is dedicated to building community through smiles, fast service, and a playful atmosphere that turns every visit into a moment worth remembering. We value authenticity and affordability, making sure everyone can enjoy a premium, customizable drink without stress or extra cost. Above all, Dirty B's stands for joy — the simple happiness that comes from creating something special and sharing it with others.

# PROBLEM-

Many teens and families struggle to find fun, good-quality drinks that are both affordable and easy to access. Most drink shops offer limited options, long wait times, and extra charges for even simple customizations, which makes the experience frustrating and expensive. Customers often waste time standing in long lines for drinks that still end up tasting basic or low-quality. They also spend extra money on add-ins, use up energy waiting around, and feel stressed driving farther just to find something different. Right now, people try to solve this by going through drive-thrus or creating new drinks at regular shops, but these places don't offer true customization or high-quality flavors without extra cost. Reviews from popular drink chains show common complaints about long wait times, overpriced drinks, and disappointing flavors, proving that customers are unhappy with current options. This shows a clear need for a place that offers fast, fun, customizable drinks made with quality ingredients — a need that your dirty soda business is built to solve.

# SOLUTION-

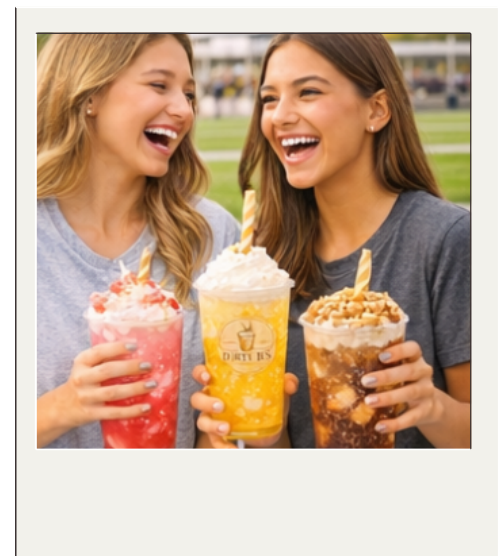
Dirty B's solves the problem of boring, overpriced, and non-customizable drinks by offering a fully customizable dirty soda experience at an affordable price. Our business provides high-quality syrups, mix-ins, and toppings so every customer can create a drink that fits their exact taste. With over 100 flavor options, customers can design something totally unique instead of choosing from the same limited menus found elsewhere. Because Dirty B's is mobile, people can enjoy their favorite custom drink anywhere and anytime, adding convenience that traditional drink shops can't match. Our model keeps prices low while still delivering premium ingredients, making personalized drinks accessible to everyone. As dirty sodas continue to grow in popularity — with chains like Swig becoming some of the fastest-growing beverage brands — Dirty B's brings that trend directly to local communities in a fresh, creative way. By combining affordability, uniqueness, and full customization, Dirty B's eliminates the frustrations customers face with current drink options.

# TARGET MARKET-

Dirty B's targets young adults ages **18-34**, a group shown by ConcessionNation.com to be the most likely to purchase drinks from food-and-beverage trucks. Our customers are not defined by gender, as research from ResearchGate highlights that drink preferences and the intentions vary widely beyond traditional gender stereotypes. We focus on local communities in **Castle Pines, Castle Rock, Littleton, and Parker**, where interest in high-quality, non-alcoholic beverages is rising; 9News reports a growing demand for better alcohol-free drink options across Colorado. These customers tend to be active, social, and trend-driven individuals who enjoy trying new, customizable beverages. They are typically part of middle- to upper-income households, with median incomes in the area exceeding \$130,000, giving them the spending flexibility to explore premium drink experiences. Dirty B's appeals to people who are bored with repetitive, limited drink menus and want something more creative and personalized. Overall, our target market is eager for fresh, exciting, customizable beverages that fit their lifestyle and preferences.

Dirty B's customers tend to live busy, active, and highly social lifestyles, often moving between work, school, and community events, which makes convenient and customizable drinks especially appealing. Research from The Food Institute shows that younger consumers are strongly influenced by fast-growing beverage trends, suggesting they enjoy trying new flavors and following what's popular. Their hobbies often include hanging out with friends, attending local events, and exploring new spots around town, which aligns with the rise of trend-driven drink culture. Many also value convenience and quick service, especially in fast-paced communities like Castle Rock and Parker where people want something fun without waiting in long lines. Studies on spending habits in these areas show strong median incomes, meaning customers are willing to pay for unique, premium drink experiences that feel personalized. At the same time, Colorado's growing interest in non-alcoholic options, highlighted by 9News, shows that people want better drink choices even if they aren't focused on health.

Overall, Dirty B's attracts energetic, trend-seeking customers who value convenience, creativity, and fun in their everyday routines. Dirty B's targets young adults ages 18-34, a group shown by ConcessionNation.com to be the most likely to purchase drinks from food-and-beverage trucks. Our customers are not defined by gender, as research from ResearchGate highlights that drink preferences and the intentions vary widely beyond traditional gender stereotypes. We focus on local communities in Castle Pines, Castle Rock, Littleton, and Parker, where interest in high-quality, non-alcoholic beverages is rising; 9News reports a growing demand for better alcohol-free drink options across Colorado. These customers tend to be active, social, and trend-driven individuals who enjoy trying new, customizable beverages. They are typically part of middle- to upper-income households, with median incomes in the area exceeding \$130,000, giving them the spending flexibility to explore premium drink experiences. Dirty B's appeals to people who are bored with repetitive, limited drink menus and want something more creative and personalized. Overall, our target market is eager for fresh, exciting, customizable beverages that fit their lifestyle and preferences.

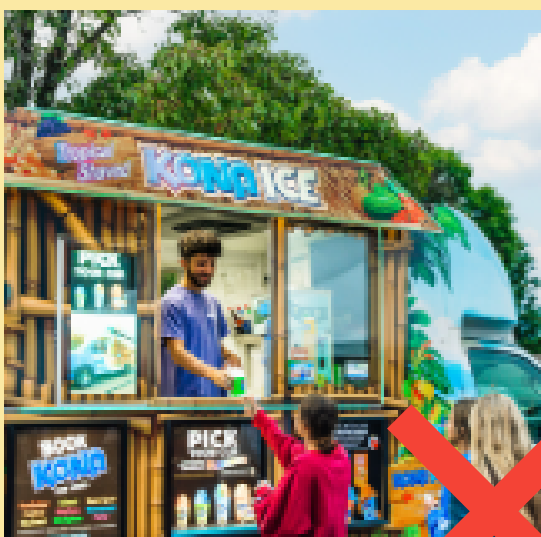




## COMPETITION-

Dirty B's competes with a mix of large chains and smaller specialty drink shops that offer beverages customers might choose instead of dirty sodas. Major brands like Starbucks attract huge crowds because of their popularity and wide drink menu, but they often disappoint customers with long wait times, generic flavors, and extra charges for customization. Swig, a well-known dirty soda chain in Utah, offers creative soda combinations, but they lack true customization and are not available in Colorado, leaving a gap in the local market. Kona Ice also competes indirectly by offering customizable flavored ice, but their product is mostly for kids and doesn't provide actual drinks for teens and adults. These competitors each offer something appealing, but none combine high-quality ingredients, full customization, and a fun, aesthetic experience in one place. Because of these gaps, customers often feel limited, rushed, or unsatisfied with their options. Dirty B's stands out by offering fully customizable dirty sodas with 100+ flavors, no extra charges, and an enjoyable environment designed for trend-driven, social customers. When analyzing what competitors do well, it's clear that each one has strengths but also major weaknesses that leave customers wanting more.

Starbucks excels at branding and drink variety, yet their drinks are expensive and not customizable without added fees. Swig has strong dirty soda recipes, but their lack of flexibility and absence in Colorado make them inaccessible to local customers. Kona Ice offers a fun, mobile experience, but their menu is limited to flavored ice and doesn't appeal to customers looking for high-quality drinks. These weaknesses create opportunities for Dirty B's to deliver something better: fast service, endless customization, and a drink experience that feels fun rather than stressful. By offering actual beverages for both kids and adults, Dirty B's fills the gap between coffee shops, soda chains, and dessert trucks. This combination positions Dirty B's as the most customizable, enjoyable, and accessible option in the local drink market.



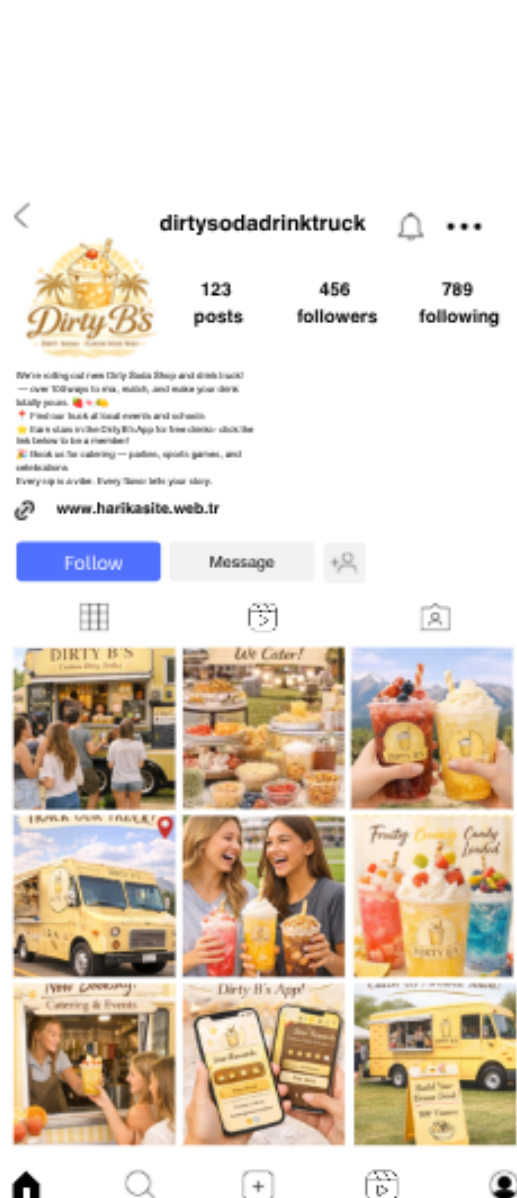
Apr 8, 2026

I get charged 4.95 for a tall matche...

I get charged 4.95 for a tall matche latte and now I get charged .80c more because I want the sugar free syrup instead of regular syrup? Starbucks is getting ridiculously expensive and it's just not worth it anymore. I'll make my own drinks at home thank you very much!

# MARKETING-

Dirty B's will reach customers through strong **social media marketing**, posting TikTok and Instagram videos that show our creative dirty sodas and partnering with **local influencers** who can taste and rate our drinks online. We will also use a custom **Dirty B's app** where customers can earn rewards, collect stars for free drinks, store gift cards, and even use AI to help customize their perfect drink. The app will also let people track where our truck is each day and place online orders for faster pickup. To increase visibility, we'll use **Google Search Optimization** so that when people look up party ideas, drink trucks, or customizable beverages, Dirty B's appears at the top of their results. Our marketing will also include **attending local events**, school functions, and community gatherings to build word-of-mouth excitement. **Influencer reviews**, fun drink videos, and our rewards app will help build a loyal customer base that keeps coming back. Altogether, these marketing activities will make Dirty B's easy to find, fun to follow, and impossible to forget.



DirtyB'sDirtyTruck



Dirty B's uses **social media** to connect directly with our customers and share the fun, creative energy behind every drink. Our Instagram and TikTok pages feature colorful videos of custom dirty sodas being made, influencer reviews, and behind-the-scenes clips from local events. We post regularly to highlight new flavors, toppings, and catering setups while encouraging followers to tag their own creations. The Dirty B's app and social channels work together — customers can track our truck, earn rewards, and share their favorite mixes online. Through bright visuals, interactive posts, and community engagement, our social media builds excitement and keeps Dirty B's at the center of Colorado's drink scene.

Our **Dirty B's app** will let customers earn stars for every purchase, redeem free drinks, and store gift cards. The app will also feature AI drink customization and real-time truck tracking. This digital connection keeps customers engaged and rewards loyalty while making ordering easy and fun. Customers can also receive special promotions and event announcements directly through the app, keeping them in the loop. The app makes it easy for new customers to discover Dirty B's and for returning customers to get rewarded faster. Overall, it strengthens our brand by creating a smooth, interactive experience that encourages people to come back again and again.



*Rewards in the Palm of Your Hand!*

- ★ Collect Stars & Earn Free Drinks
- 📄 Store Gift Cards & Coupons
- 🚚 Track Our Truck Anytime!

*Download & Sip Smarter!*

We use SEO to make sure our business shows up first when people search for party ideas and drink trucks in Colorado!

Download on the App Store | GET IT ON Google Play



We'll use **Search Engine Optimization** to make Dirty B's appear first when people search for party ideas, drink trucks, or customizable beverages in Colorado. Keywords like "custom dirty sodas," "drink truck near me," and "Colorado soda catering" will help attract new customers online. By improving our online visibility, we make it easier for people to discover our brand when they're already looking for fun drink options. Strong SEO also helps us stand out from competitors and increases traffic to our website and app. Over time, this strategy builds long-term awareness and keeps Dirty B's at the top of search results.

*Searchin' for a Party?*

- ✓ Drink Truck Near Me
- ✓ Custom Dirty Sodas
- ✓ Colorado Party Ideas

*Find Dirty B's at the TOP of your search!*

We use SEO to make sure our business shows up first when people search for party ideas and drink trucks in Colorado.

People Are Searching... Let's Be Their First Choice!

#DrinkTruck #PartyIdeas #DirtySoda



Dirty B's will attend local events, school functions, and community gatherings to meet customers face-to-face. These events allow people to try our drinks, learn about our catering services, and follow us on social media. It's a great way to build trust and create memorable experiences. Being present in the community also helps us build strong relationships with families, students, and local organizations.

Each event gives us a chance to showcase new flavors and get real-time feedback from customers. Over time, this visibility helps Dirty B's become a familiar and loved part of local celebrations.

**Bringing the Party to YOU!**

- 📍 School Carnivals & Dances
- 📍 Community Festivals
- 📍 Sports Games & More!

*Everyone Loves a Dirty Soda!*

We use SEO to make ours our business shows up first when people search for party ideas and drink trucks in Colorado.

People Are Searching... Let's Be Their First Choice!

#DrinkTruck #PartyIdeas #DirtySoda



We'll collaborate with local influencers and TikTok creators to taste and rate our drinks online. Their reviews and videos will help us reach a wider audience and build credibility among younger customers who follow trends and recommendations. This kind of content spreads quickly and helps introduce Dirty B's to people who may not see us in person. Influencers also give our brand a fun, energetic personality that connects well with their followers. Over time, these partnerships help us grow our online presence and keep Dirty B's part of popular drink trends.

**Sippin' & Sharing!**

- 👉 Trendy TikToks & Reels
- 👉 Influencer Taste Tests
- 👉 Drink Pics & Videos

*"Follow us for fizzy fun!"*

We use social media to show off our drinks and connect with our customers. You'll find fun TikToks, Instagram Reels, and influencer reviews of our custom sodas. Our goal is to keep followers excited and coming back for more.

@dirtybsdrinktruck



# DIRTY SODA TOPPERS & SYRUPS

## *Toppers*

### *Fruits & Fresh Add-Ins*

- Maraschino cherries, Lime wedge
- Lemon slice, Orange slice
- Strawberry slices, Raspberries
- Blueberries, Blackberries
- Pineapple chunks, Mango
- Chunks, Watermelon cubes ✂
- Peach slices, Apple slices
- Grape halves, Kiwi slices
- Pomegranate seeds
- Dried fruit bits

### *Creamy Toppers*

- Whipped cream
- Sweet cream
- Vanilla cold foam
- Coconut cream
- Marshmallow fluff
- Vanilla ice cream
- Strawberry ice cream
- Lemon sorbet
- Creamer drizzle
- Sweetened condensed milk drizzle

### *Candy & Fun Toppings*

- Nerds
- Sour gummy worms
- Mini gummy bears
- Sour strips
- Cotton candy puff
- Pop rocks
- Mini marshmallows
- Rock candy stick

## *Syrups*

### *Fruit Syrups*

- Strawberry
- Blueberry
- Blackberry
- Cherry
- Black Cherry
- Cranberry
- Pomegranate
- Mango
- Pineapple
- Raspberry
- Blackberry
- Cherry
- Black Cherry
- Wild Cherry
- Pomegranate
- Watermelon
- Mango
- Pineapple
- Peach

### *Syrups*

- *Fruit Syrups*
- Vanilla
- French Vanilla
- Vanilla Bean
- Caramel
- Salted Caramel
- Butterscotch
- Chocolate
- White Chocolate
- Dark Chocolate
- Mocha
- *Dessert & Sweet Syrups*
- Lavender; Rose
- Hibiscus
- Elderflower
- Violet
- Jasmine
- Mint
- Ginger
- Lemongrass

### *Floral & Botanical Syrups*

- Lavender
- Rose
- Hibiscus
- Elderflower
- Violet
- Jasmine
- Mint
- Lavender
- Rose
- Hibiscus
- Elderflower
- Violet
- Jasmine
- Mint

THE  
MENU

# DIRTY B'S

DIRTY  
DRINKS

START WITH YOUR SIZE...

SMALL \$6

MEDIUM \$7

LARGE \$9



CHOOSE YOUR BASE...

REBELS

*Original*

LEMONADE

*Lemon*

SODA

*sprite, dr pepper, coca cola, pepsi, root beer, mountain dew, sparkling water*

ADD YOUR TOPPINGS...

SYRUPS, TOPPINGS, AND CREAMS

*Next, order Spot:*



OUR FAVORITE COMBOS...

THE SUNSET SPLASH

*Base: Sprite*

*Toppings: coconut, peach, strawberry, cream*

MIDNIGHT RIOT

*Base: Rebel*

*Toppings: blueberry, blue raspberry, vanilla cream*

CHERRY BOMBSHELL

*Base: Coca Cola*

*Toppings: cherry, vanilla cream, fresh squeezed lime*

TROPICAL WAVE

*Base: Lemonade*

*Toppings: pineapple, mango, Coconut*

SMORES SODA

*Base: Coca cola*

*Toppings: Chocolate, nachos, graham*

DREAMSICLE

*Base: Rebel*

*Toppings: orange cream, marshmallow*



## MERCH-

Item	Description	Price
T-shirt	White tee with bold navy "DIRTY B'S COLORADO" lettering	\$20
Hoodie	Navy hoodie with small soda-cup logo on chest	\$45
Crewneck	Heather gray sweatshirt with "DIRTY B'S SODA CO." text	\$40
Hats	Trucker, dad hat, and yellow beanie with embroidered logo	\$20–25
Stickers	"DIRTY B'S," "Sippin' Good," and soda-cup designs	\$3
Tote bag	Natural canvas with minimalist cup logo	\$18
Tumblers	White stainless steel and navy plastic cups with logo	\$16–18

# MILESTONES-

Dirty B's has several major milestones planned for its first year to help the business grow and build a strong customer base. Within the first six months, the company aims to partner with at least ten influencers who will review and promote our drinks online. By eight months, Dirty B's plans to reach 5,000 app downloads as more customers engage with our rewards and tracking features. The business also expects to hit 50,000 Instagram followers by month ten through consistent posting, community events, and creative marketing. By the end of the first year, Dirty B's hopes to serve its 10,000th customer, marking a major achievement in brand growth. Reaching these goals will require time, teamwork, and consistent effort from both the founder and the staff. Each milestone helps guide Dirty B's toward becoming a well-known and trusted drink brand in Colorado.

**DIRTY B'S  
FIRST YEAR MILESTONES**

**6 MONTHS**  
10 INFLUENCERS PARTNERED  
*Promoting our drinks online*

**8 MONTHS**  
5,000 DOWNLOADS  
*App Users Engaged*

**10 MONTHS**  
50,000 FOLLOWERS  
*Building Our Community*

**12 MONTHS**  
10,000<sup>th</sup> CUSTOMER SERVED!  
*One Year of Success!*

**THE SUNSET SPLASH**  
*Base: Spae's*  
*Topplage: Chanatic pood, unaherry, orvan.*

**CHERRY DOWBSHEEL**  
*Base: Coe Cale*  
*Topplage: Berry whitn ever, frish qeanced lier*

**SMIDEES\_SODA**  
*Base: Coe Cat*  
*Topplage: Chamlioc, heated mulbea, grelam eriator*

## LOCATION & SETUP

Dirty B's operates as a mobile drink truck, allowing us to bring our fun, customizable dirty soda experience directly to the busiest and most vibrant areas of the community. We strategically set up in high-traffic locations such as parks, schools, sports fields, and local events where families, teens, and young adults naturally gather. Our truck is designed with an eye-catching aesthetic – bold yellow stripes, deep royal blue accents, and a clean, organized drink-making station that keeps service fast and efficient. The mobile setup allows us to move where demand is highest, ensuring customers can always find us through our app's real-time location tracking. This flexible, community-focused approach helps Dirty B's stay accessible, visible, and connected to the people we serve.

Dirty B's relies on high-quality supplies and well-organized equipment to keep our drink-making process fast, clean, and consistent. Our truck is stocked daily with premium syrups, fresh mix-ins, flavored creams, toppings, ice, and a variety of soda bases to support over 100 customizable combinations. We use commercial-grade coolers, insulated ice bins, and a reliable CO<sub>2</sub> system to ensure every drink is served cold, bubbly, and fresh. Behind the counter, our setup includes stainless-steel prep stations, organized syrup pumps, sealed storage containers, and a digital POS system that keeps orders moving smoothly during busy rushes. Every piece of equipment – from our blenders and measuring tools to our sanitation supplies – is chosen to support speed, quality, and cleanliness, helping Dirty B's deliver a fun, efficient, and high-standard experience with every drink we serve.

## SUPPLIES & EQUIPMENT

## DAILY OPERATIONS-

Dirty B's daily operations are built around speed, consistency, and a fun customer experience from the moment the truck opens. Each day begins with restocking syrups, toppings, ice, and soda bases, followed by a full equipment check to ensure the CO<sub>2</sub> system, coolers, and prep stations are ready for service. Once the truck is set up at its chosen location, the team organizes stations for cashiers, baristas, and drive-thru workers to keep the line moving quickly and efficiently. Throughout the day, staff members prepare drinks, greet customers, maintain cleanliness, and monitor inventory levels to stay ahead of busy rushes. At closing, the team deep-cleans the truck, sanitizes all surfaces, restocks supplies, and reviews sales to prepare for the next day, ensuring Dirty B's delivers a smooth, high-quality experience every single time.

# Dirty B's – The 4 P's of Marketing

## 1. **Product-**

- Dirty sodas with fun flavors, toppings, and aesthetic presentation
- Seasonal + limited-time drinks (keeps hype high)
- Modern merch (tees, hoodies, hats, tumblers, stickers)
- Aesthetic brand identity (yellow + royal blue, clean modern look)
- The experience – friendly service, fun energy, Instagram-worthy drinks

## 2. **Price-**

### DRINKS

- Small: \$6
- Medium: \$7
- Large: \$9

### MERCH

- Tees: \$20
- Hoodies: \$45
- Crewnecks: \$40
- Hats: \$20
- Stickers: \$3
- Tumblers: \$16

## 3. **Place**

- Where people find Dirty B's:
- Mobile drink truck (your main location)
- Events (school events, sports games, markets, festivals)
- Pop-ups (parks, shopping centers, community events)
- Online (Instagram, TikTok, maybe a small merch shop later)

## 4. **Promotion**

- TikTok – drink-making videos, behind-the-scenes, new flavors
- Instagram – aesthetic photos, merch drops, location announcements
- Giveaways – free drinks, merch bundles, with the app
- Collabs – local schools, sports teams, small creators
- Seasonal drops – “Summer Splash Menu,” “Fall Flavors,” etc.

# SALES



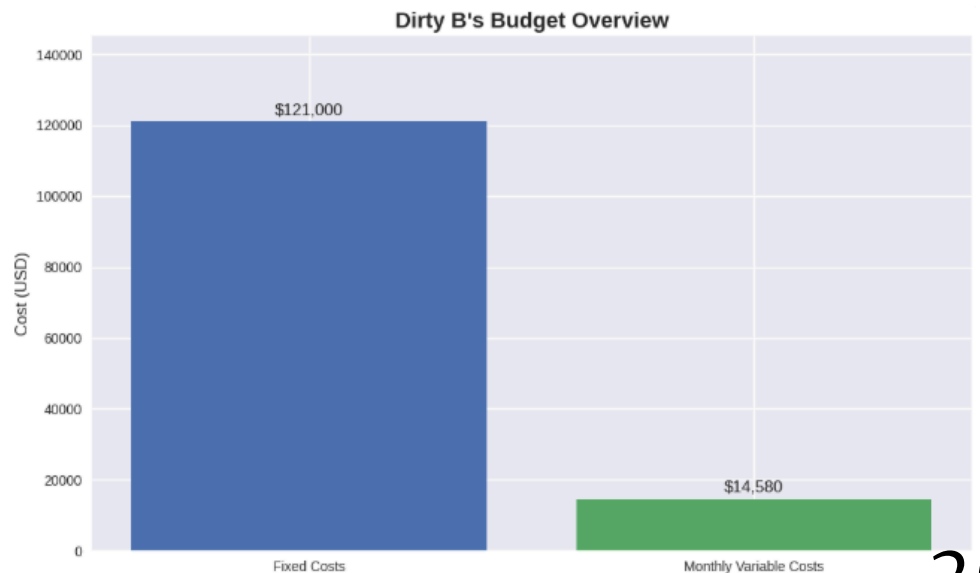
## SALES PROCESS-

Dirty B's focuses on a simple, high-energy sales process built around speed, friendliness, and visual appeal. Customers are drawn in by the bright yellow and royal-blue branding, then guided through a quick menu that highlights best-sellers and seasonal drinks. Orders are taken efficiently, drinks are made in full view to create excitement, and the final product is handed off with a fun, upbeat interaction that encourages customers to snap a photo or share their drink online. The process is designed to feel smooth, personal, and memorable.

## CUSTOMER RETENTION-

To keep customers coming back, Dirty B's builds loyalty through consistent quality, a recognizable aesthetic, and small touches that make people feel connected to the brand. Limited-time flavors, punch-card rewards, and social-media-only announcements give customers reasons to return regularly. Friendly service and a strong brand personality help create emotional attachment, while merch drops and community pop-ups deepen the sense of belonging. The goal is to turn first-time visitors into long-term fans who look for the truck wherever it goes.

## MARKETING BUDGET-



# FINACIAL-

## REVENUE-

Dirty B's earns most of its revenue by selling customizable dirty sodas directly to customers, with drink prices ranging from \$6 for a small, \$7 for a medium, and \$9 for a large. This includes all mix-ins, flavors, and toppings, which helps attract customers who want full customization without extra fees. In addition to daily drink sales, Dirty B's also generates income through event services, where schools, businesses, and community groups can rent the drink truck for a set hourly rate. These events provide a reliable secondary revenue stream, especially during busy seasons like summer festivals, sports events, and school activities. The business also offers pre-made drink packages for weddings, birthday parties, and private gatherings, giving customers an easy way to serve fun drinks at their events. By combining direct-to-consumer sales with business-to-business event bookings, Dirty B's creates multiple channels for steady income. This mix of everyday sales and special-event revenue helps the business stay profitable year-round.

## EXPENSES-

Dirty B's has a variety of expenses that keep the business running smoothly and help us deliver a high-quality experience. Our startup costs include purchasing and building out the soda truck, installing equipment, and creating our bold branding and app features. Each month, we also cover variable expenses like syrups, toppings, cups, ice, and CO<sub>2</sub> refills, which change based on how many drinks we sell. Labor is one of our largest ongoing costs, especially with a team of employees working events and busy weekends. We also budget for gas, event fees, cleaning supplies, and small equipment replacements to keep the truck operating safely. Marketing expenses, such as influencer partnerships and social media promotions, help us stay visible and attract new customers. Together, these expenses ensure Dirty B's stays reliable, exciting, and ready to serve customers wherever we go.



## START-UP COSTS-

Dirty B's startup costs total roughly covering everything needed to launch the business and outfit t, blenders, and flooring. Setup and compliance costs—such as electrical installation, plumbing, licenses and permits, and safety setups—ensure the truck operates safely and legally. Branding and functionality are completed with a truck wrap, menu board design, cabinets and storage, and wall panels, creating a fully equipped, visually appealing mobile soda shop ready for business.

## FIXED EXPENSES-

Your monthly variable costs cover everything Dirty B's needs to operate day-to-day, including ingredients for drinks, supplies like cups and straws, gas for the truck, event fees, payment processing, cleaning materials, and the labor that keeps the business running smoothly. This category also includes ongoing merch restocking and CO<sub>2</sub> refills for carbonation. These expenses shift based on how busy the month is, how many events you attend, and how much product you sell, making them the flexible, constantly changing part of your budget.

# FINANCIAL BREAKDOWN-

Costs	
food truck	\$80,000
soda machines	\$5,000
refridgaerators	\$3,000
ice makers	\$10,000
blenders	\$1,500
truck wrap/graph	\$200
flooring	\$1,500
electrical installa	\$3,000
freezer	\$5,000
POS system	\$100
lisences & permi	\$300
safety setups	\$1,000
menu board deis	\$400
cabinets & stora	\$2,000
wall panels & flo	\$3,000
plumbing installa	\$5,000
<b>Total</b>	<b>\$121,000</b>

Variable Costs	Monthly	Yearly
syrops	\$300	\$3,600
base drinks	\$400	\$4,800
whipped cream	\$40	\$480
fruit toppings	\$90	\$1,080
candy toppings	\$150	\$1,800
ice	\$300	\$3,600
cups	\$400	\$4,800
lids	\$120	\$1,440
straws	\$60	\$720
napkins	\$30	\$360
gas	\$150	\$1,800
booth and event	\$500	\$6,000
credit card proce	\$200	\$2,400
cleaning supplie:	\$150	\$1,800
CO2 refills	\$60	\$720
employees(15hr:	\$9,600	\$115,200
Merch	\$2,030	\$24,360
<b>Total</b>	<b>\$14,580</b>	<b>\$174,960</b>

Projected Expenses	
Year 1	\$14,580
Year 2	\$16,038
Year 3	\$17,642
Profit/Loss	
Year 1	\$98,820
Year 2	\$114,372
Year 3	\$132,330

Sales Numbers	\$9		
Selling Price Per	\$9		
Cost per Unit	\$2.50		
Profit Per Unit	\$6.50		
Projected Income		Number of Units	12,600
Year 1	\$113,400		
Year 2	\$130,410		
Year 3	\$149,972		