
[MENU](#) • [EVENT](#) • [EXPERIENCE](#)

DIRTY SODA GUIDE

Test under a canopy.

Measure every drink.

Book the organizer again.

[MENU](#) | [COST](#) | [SERVICE](#) | [REBOOK](#)

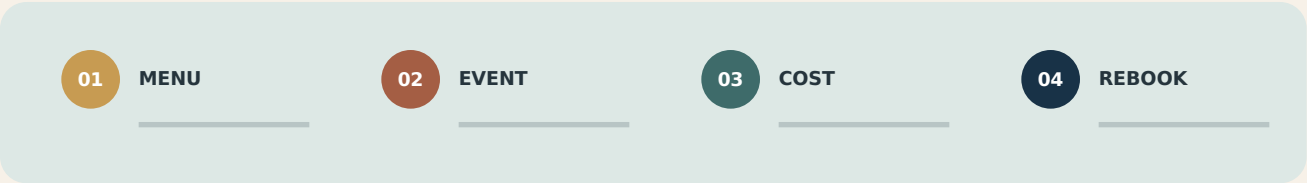
Veteran's Strategic Solutions LLC



START HERE

How to Use This Guide

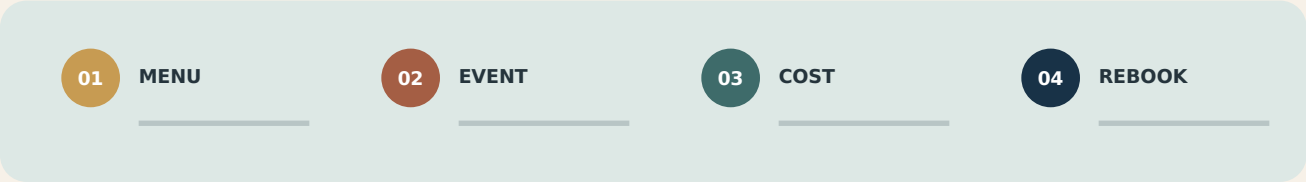
Read the core guide first. Then use the worksheets to test one event, define the menu, budget a compliant setup, price drinks and event packages, document bookings and service requirements, invoice organizers, track repeat bookings, and control food licensing, water, sinks, sanitation, allergens, caffeine, ice, temperature, power, weather, waste, tax, insurance, and customer safety.



LOW-COST TEST | Prove take rate and organizer demand with a compliant canopy setup before buying a truck.

PIECE	USE
Core guide	Test one compliant event with a canopy-scale setup before buying a trailer or truck.
Operating kit	Use the startup, budget, pricing, event agreement, invoice, booking tracker, and safety pages for every event.

What a dirty soda is, and why the model works



A fountain or canned soda built into a made-to-order drink with flavoured syrup, cream and fruit. Utah origin, now national. There is no cooking, which is the whole economic argument: no hood, no grease, no fire suppression, no temperature-controlled cooking, and a very short training curve for anyone you put in the window.

The product is not the drink. The product is a fast, cheerful, photogenic transaction in a place where a crowd is already standing with nothing else to buy.

BUSINESS LENS	CONTROL
Test	Use the smallest compliant setup to prove demand before buying a mobile unit.
Unit cost	Build ten drinks, total every ingredient and package, and calculate real cost per drink.
Rebook	Organizer repeat bookings matter more than one crowded event.

The market check — and it moves the business twenty miles

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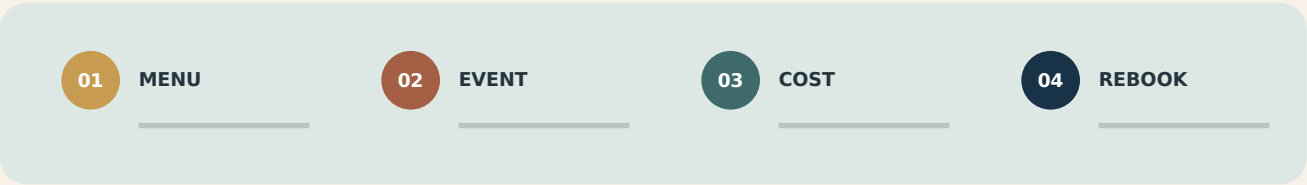
REBOOK

Which is why the mobile-at-events version is the only version worth building, and a storefront is not.



DRINK BUILD | Standardize recipes, portions, allergens, caffeine information, ice, sanitation, and presentation.

1. The bet



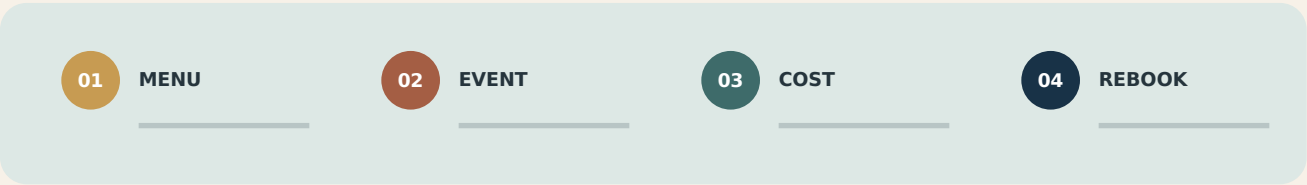
The three biggest reasons it fails:

The calendar is thinner than Fayetteville’s. A university town of 55,000 with a large Greek system generates more bookable events than this corridor does. Count the actual events before believing the model transfers at the same volume.

It looks easy, so it will be copied. There is no licence moat, no equipment moat and no skill moat. The defence is the booking relationship, which is exactly what their carousel says.

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2. Who pays, in their own words



Two buyers, and they are different people.

The event organiser, who books you:

“I need something for the kids and the people who don’t drink.”

“Last year the food line was forty minutes and people left.”

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2. Who pays, in their own words

Continued

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“Can you come? Do you need power? What do you need from me?”

The person at the window, who buys the drink:

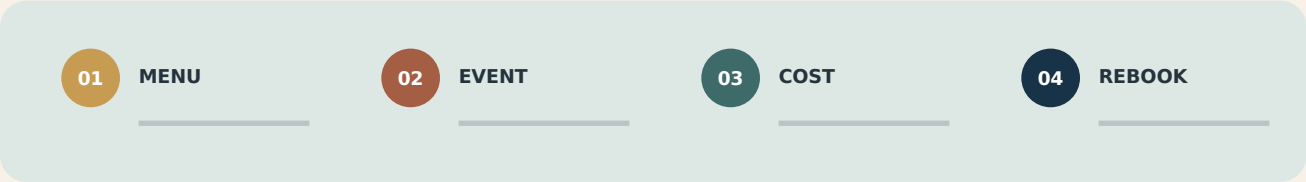
“What is a dirty soda?”

“My friend got one, what did she have?”

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2. Who pays, in their own words

Continued

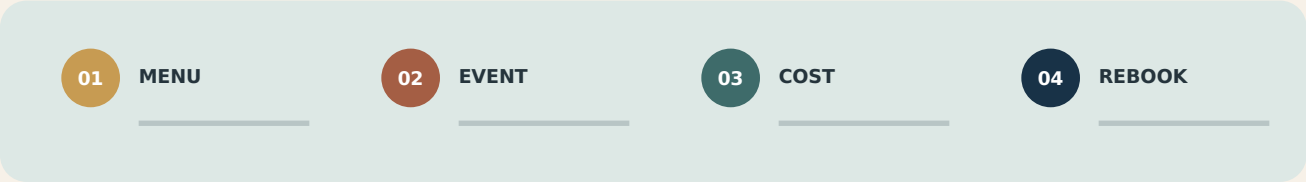


“Do you have anything without caffeine?”

The first buyer is the business. The second buyer is the revenue. Most people get this backwards and spend their effort on the second.

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3. The smallest version you can charge for

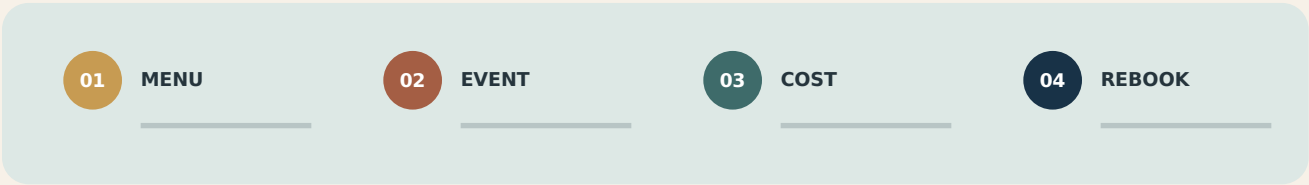


A canopy, a table, a cooler and eight syrups at one event you are already attending. Not a truck. Not a trailer. Not a wrap.

The smallest test can use suitable borrowed, rented, or already-available shelter, tables, and power. Add ice, cans, syrups, cream, cups, straws, lids, and a sign. If one event does not cover those direct costs, the model does not work at that scale.

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4. What it actually takes



The licence year runs 1 April to 31 March and fees are not prorated. Licensing in October costs the full amount for six months.

Check licensing, zoning, and tax rules for your own city and state before starting.

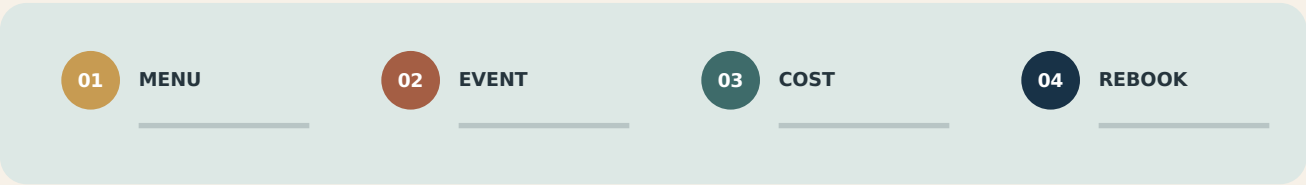
A commissary or servicing area is required and goes on the Mobile Unit Log. The RV park at Grandview Plaza charges \$10 to dump and \$20 to dump and fill — five minutes away, legitimate, and it goes in the log.

Check licensing, zoning, and tax rules for your own city and state before starting.



EVENT SERVICE | Design the line for speed, friendly service, payment flow, waste control, and repeat booking.

4. What it actually takes Continued

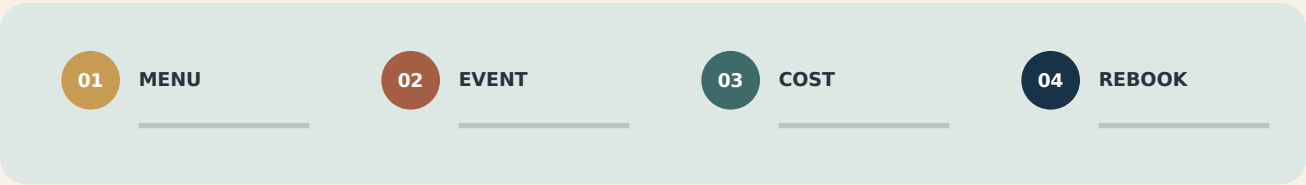


Equipment beyond what is already available must be priced as an actual business cost.

The 110V water heater in that cabinet draws around 1,400 watts. Verify your generator carries it before you buy — if it does not, the whole canopy route breaks.

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5. Pricing

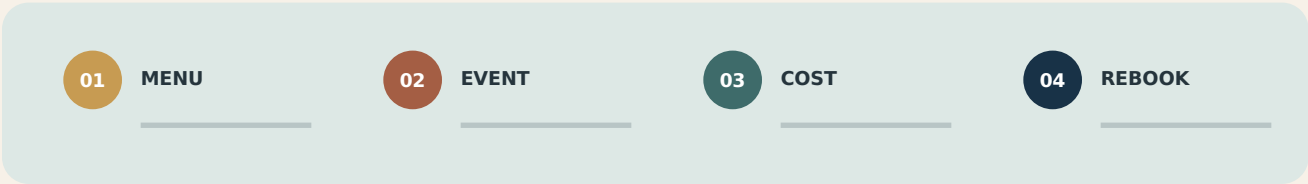


Ingredient cost per drink is low — soda, syrup, cream and ice on a \$5-6 sale — which is the reason this model attracts people. Verify your own cost per drink by building ten of them and dividing the receipt. Do not plan against a margin you have not measured.

The pricing decision that matters more than the tiers: charge the organiser, not just the customer. A flat booking fee to be there, or a guaranteed minimum, turns a weather gamble into a paid appearance. That is the difference between vending and being booked.

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6. The seven decisions — the operating system

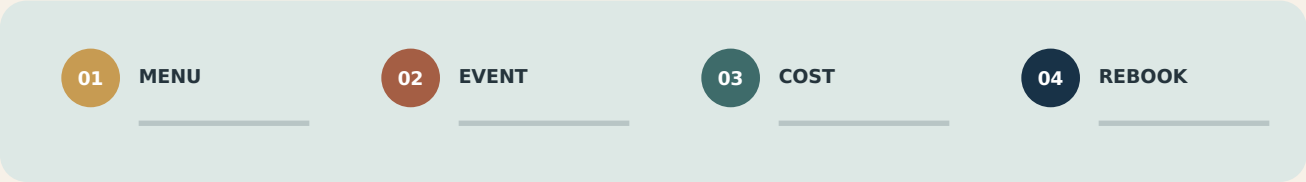


This is the value in the source material, and it costs nothing to adopt. Their words, and what each one means for your operation.

- 2. Treat social media as part of the business, not an ad channel. Behind the scenes, the drinks, the events, the customers, the story, and the good and bad of owning a business — instead of constantly saying “book us.” They add that hiring a social media manager was worth the money.
- 3. Relationships over sales. Their line: the goal is not to sell a soda to whoever sees a post, it is to become the first business someone thinks of when they need a drink vendor. Connection builds trust, trust turns into bookings.
- 4. The experience over the product. People remember friendly service, atmosphere, presentation, and how easy everything was — and if the experience is good they invite you back and tell others.

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6. The seven decisions — the operating system Continued

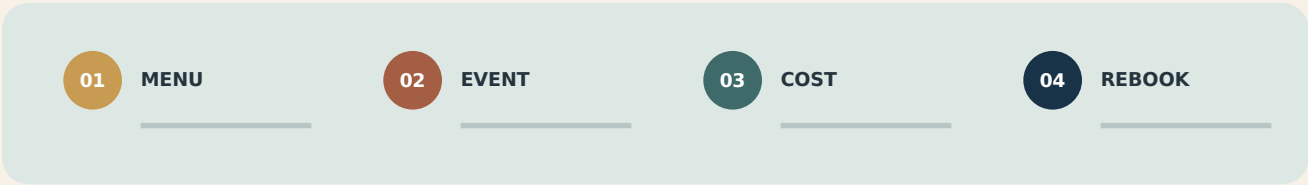


5. Stay available and take events that are not home runs. Not every event was worth it, but every one taught them which events fit and which to politely pass on. This is the one that cannot be shortcut and it argues for starting now at your own events rather than waiting.

6. Consistency. No viral post, no single huge event. Consistent marketing, consistent customer service, consistent identity. The little things added up.

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7. First 90 days, and the one metric



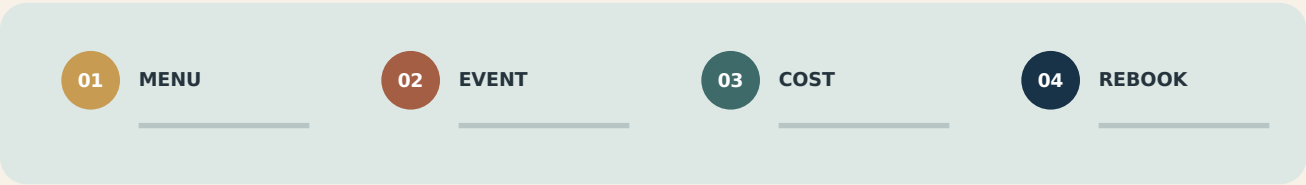
Days 21–45. Run the stand at one authorized event using suitable borrowed, rented, or already-available equipment. Measure the take rate and the cost per drink.

Days 46–90. If the numbers hold: plan review, licence, sink cabinet. Build the inquiry form before you build anything else. Book three events.

The one metric: repeat bookings from the same organizer. Not drinks sold, not gross. Repeat organizers prove the event experience works.

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8. Honest assessment



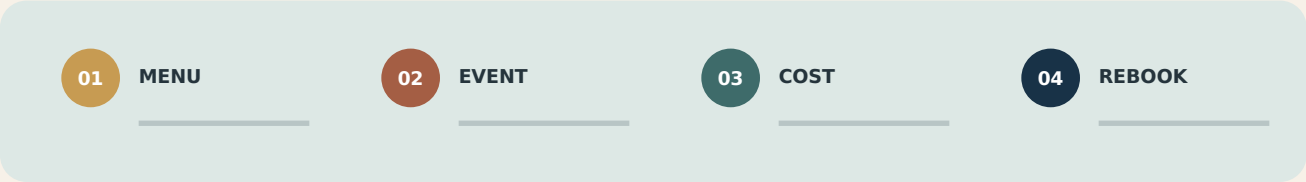
The gap is real and the licence pairs with a line you are already building. Those two facts make this worth the free steps.

What is genuinely different here: no cooking, no cold-holding of anything hazardous, no grease, and the lowest skill barrier of any food line assessed. It is the easiest food business to staff with someone other than you — which, for a man with thirty lines and one pair of hands, may be the most important sentence in this document.

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CORE GUIDE 11

Where this sits alongside the lines you already have



This does not stand alone, and it should not be judged as if it did.

It shares equipment with the event lines. The canopies, tables, generator and power bank are already bought. Yard game rental and tote rental put you at the same events with the same vehicle. A drink stand beside a yard game setup at a community event is one trip, one setup and two revenue lines.

It is the easiest line to hand to somebody else. No cooking, no temperature-critical holding, no knife work, no fire. A person can be trained to run the window in an afternoon. Nothing else in the food category is that simple to staff — and with thirty-plus lines under assessment and one pair of hands, “can somebody else run this” is a real selection criterion.

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Before you commit — the checklist

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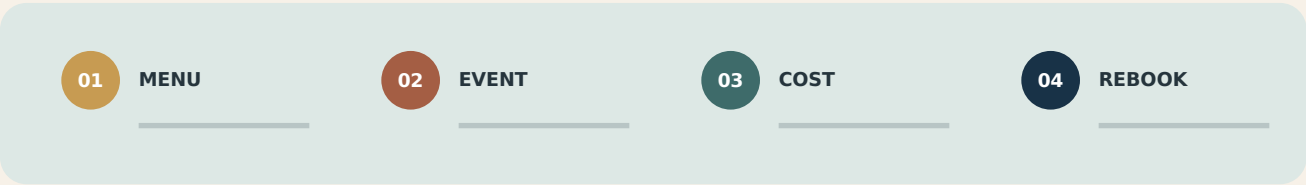
04REBOOK

- ☐ Confirm the generator carries a 1,400 W water heater plus everything else
- ☐ Build ten drinks at home, divide the receipt, get your real cost per drink
- ☐ Build the event inquiry form before spending a dollar on equipment

Not one of these costs money.

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What it costs to be wrong

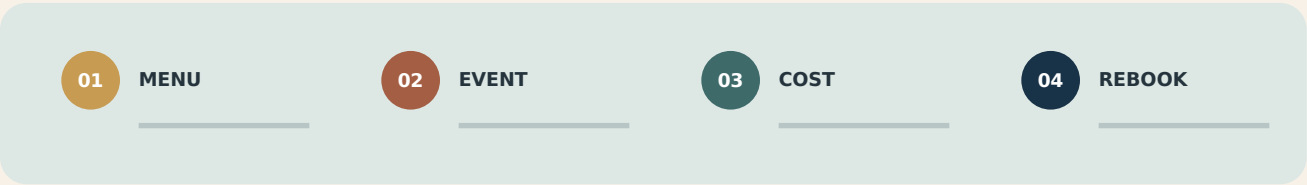


Licensing in the wrong month: \$550 for six months instead of twelve. Avoidable by watching the 1 April year.

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CORE REFERENCE

Market-Check Reference

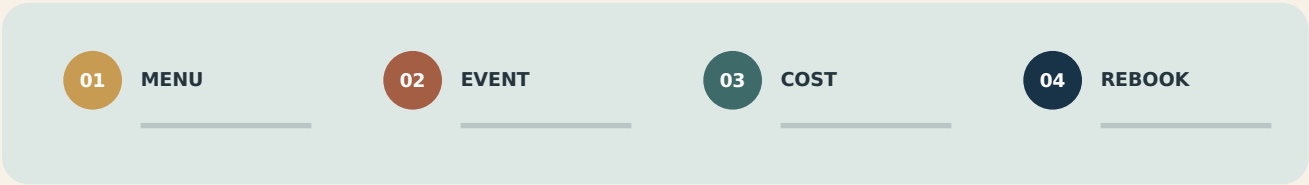


Use the source figures as the planning baseline. Replace local, personal, already-owned, and time-sensitive assumptions with actual quotes and requirements before launch.

Where	What exists	Distance
Leavenworth	First City Soda, 89 reviews / 4.9	2 hr
Overland Park	Swig — national franchise, two locations, 66 and 132 reviews	2.5 hr

CORE REFERENCE

Startup Equipment Reference

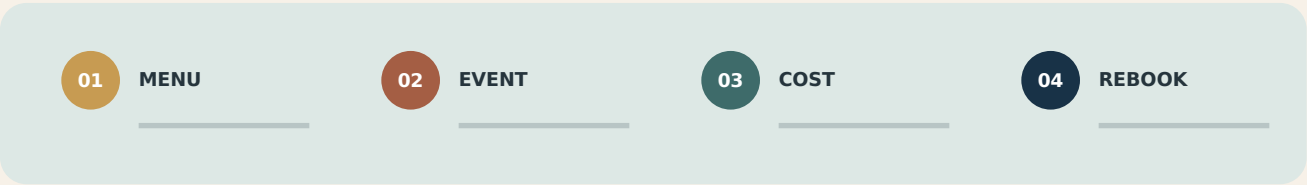


Use the source figures as the planning baseline. Replace local, personal, already-owned, and time-sensitive assumptions with actual quotes and requirements before launch.

Item	Where	Estimated
Four-basin self-contained sink cabinet — 3-comp plus handwash, 110V heater, fresh and waste tanks, NSF parts	Cooler Depot, 30 in unit	\$1,090
Syrup pumps and rack, 10–14 flavours	Restaurant supply	\$180
Torani or equivalent syrups, opening set	Sam's Club, restaurant supply	\$200
Ice chests, insulated, and a scoop system	Sam's Club	\$120
Cups, lids, straws, opening stock	Restaurant supply, case	\$150
Menu board and signage	Local print	\$150
Cash and card handling	Square or similar reader	\$60
Probe thermometer, sanitiser strips, first aid	Home Depot — 10% veteran discount	\$80

CORE REFERENCE

Source Pricing Reference



Use the source figures as the planning baseline. Replace local, personal, already-owned, and time-sensitive assumptions with actual quotes and requirements before launch.

Tier	Price point	What it is	Where it fits
Low	\$4	Soda plus one syrup, no cream	Kids, price-sensitive crowds, county fair
Mid	\$5-6	Soda, syrup, cream, fruit — the standard build	Recommended. This is the drink people photograph
Premium	\$7-8	Large, specialty combination, named drink, boba or purée add-in	Weddings, corporate, sorority events where somebody else is paying

WORKSHEET 01

Startup Checklist

- 01 MENU
- 02 EVENT
- 03 COST
- 04 REBOOK

DONE	ACTION	OWNER DATE NOTES
☐	Define the exact dirty soda guide customer, problem, deliverable, service area or channel, and buying trigger.	
☐	Run the source's smallest low-cost demand test before buying major equipment or committing to long-term overhead.	
☐	Write the offer, inclusions, exclusions, timing, acceptance standard, and customer responsibilities.	
☐	Check licensing, zoning, and tax rules for your own city and state before starting.	
☐	Confirm federal, state, local, tax, advertising, privacy, accessibility, contract, and record requirements [VERIFY].	
☐	Obtain general liability, professional liability, cyber, property, auto, workers' compensation, and client-required coverage as applicable [VERIFY].	
☐	Create intake, estimate, scope, approval, delivery, quality-control, incident, invoice, and closeout records.	
☐	Price from actual labor, materials, equipment, travel, payment fees, taxes, rework, overhead, and reserve.	
☐	Complete one paid pilot and document the result only with written customer permission.	
☐	Track the one metric from the source, plus gross margin, delivery time, exceptions, referrals, and repeat work.	

WORKSHEET 02

Equipment and Budget Worksheet

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BEVERAGE SYSTEM | Standardize menu, food safety, water, sinks, power, inventory, cost, booking, and closeout.

ITEM	NEEDED	ESTIMATE	ACTUAL	NOTES
Business formation, registrations, licensing, tax, contracts, and professional review [VERIFY]				
General liability, professional liability, cyber, property, auto, workers' compensation, and client coverage [VERIFY]				
Core equipment, tools, supplies, safety gear, storage, maintenance, replacement, and backups				
Computer, phone, software, scheduling, payment, e-signature, records, security, and backup				
Website, business email, phone, listings, signage, accessibility, privacy, and marketing [VERIFY]				
Original intake, estimate, scope, checklist, quality, incident, invoice, and closeout templates				
Training, credentials, continuing education, renewal, testing, and professional memberships [VERIFY]				
Vehicle, delivery, travel, fuel, mileage, parking, tolls, rental, and route costs as applicable				
Bookkeeping, merchant fees, taxes, legal review, data protection, and records [VERIFY]				
Contractor, employee, payroll, supervision, quality control, and administrative support [VERIFY]				
Working capital, refunds, rework, claims, chargebacks, downtime, deductibles, and reserve				

BUDGET CONTROL

TOTAL ESTIMATE: _____ TOTAL ACTUAL: _____ CASH RESERVE: _____

Pricing and Estimate Template

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CLIENT	SERVICE LOCATION	ESTIMATE NUMBER	DATE

SERVICE OR INPUT	BASIS	AMOUNT
Discovery or intake	Customer and scope	
Core service or product	Quantity and basis	
Materials or direct costs	Actual or allowance	
Labor or professional time	Hours or fixed scope	
Equipment, delivery, or travel	Written basis	
Documentation and quality control	Included or added	
Approved option or add-on	Written basis	
Rush, after-hours, or change [VERIFY]	Written basis	
Tax or required fee [VERIFY]	Confirmed basis	
Total estimate		

TOTAL ESTIMATE	DEPOSIT OR AUTHORIZATION	VALID THROUGH

WORKSHEET 04

Event Beverage Service Agreement

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FIELD	AGREED DETAIL
Customer, legal entity, contacts, billing, service or delivery location, dates, and decision-maker	
Customer need, current condition, objective, constraints, success standard, and source documents	
Selected offer, quantities, deliverables, inclusions, exclusions, options, and completion standard	
Schedule, access, dependencies, customer preparation, approvals, delays, and communication	
Materials, equipment, substitutions, delivery, storage, utilities, security, and site conditions [VERIFY]	
Inspection, testing, checklist, documentation, acceptance, correction, and handoff	
Change orders, added work, hidden conditions, cancellation, rescheduling, and out-of-scope requests	
Fee, deposit, expenses, tax, invoicing, payment, late payment, refunds, and chargebacks [VERIFY]	
Licensing, permits, insurance, safety, privacy, accessibility, and customer-required controls [VERIFY]	
Warranty, maintenance, service response, damage, loss, limitation, and claim procedure [VERIFY]	
Confidentiality, records, photos, data, testimonials, portfolio use, retention, and deletion [VERIFY]	
Completion, acceptance, closeout, support period, complaint, dispute, termination, and signatures [VERIFY]	

Invoice Template

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BUSINESS	CLIENT	INVOICE NUMBER	DATE DUE

DESCRIPTION	QUANTITY	RATE	AMOUNT
Discovery or intake			
Core service or product			
Materials or direct cost			
Delivery or travel			
Documentation or quality control			
Approved option			
Approved change			
Tax or required fee [VERIFY]			

SUMMARY	AMOUNT
Subtotal	
Tax [VERIFY]	
Credits / adjustments	
Total	
Balance due	

Job Log and Lead Tracker

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DATE	LEAD SOURCE	NEED OR SCOPE	QUOTE	STATUS NEXT STEP

DATE	ORGANIZER / EVENT	FEE / SALES	DRINKS	MARGIN	REBOOKED
DATE	ORGANIZER / EVENT	FEE / SALES	DRINKS	MARGIN	REBOOKED
DATE	ORGANIZER / EVENT	FEE / SALES	DRINKS	MARGIN	REBOOKED
DATE	ORGANIZER / EVENT	FEE / SALES	DRINKS	MARGIN	REBOOKED

DATE	ORGANIZER / EVENT	FEE / SALES	DRINKS	MARGIN	REBOOKED
DATE	ORGANIZER / EVENT	FEE / SALES	DRINKS	MARGIN	REBOOKED

ONE METRIC

REPEAT BOOKINGS: _____ COST / DRINK: _____ EVENT CONTRIBUTION: _____

Mobile Beverage Compliance and Food Safety

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Check licensing, zoning, and tax rules for your own city and state before starting.

CHECK	CONTROL	INITIALS NOTES
☐	Licensing, zoning, tax, advertising, privacy, accessibility, safety, environmental, and local rules are confirmed [VERIFY].	
☐	Required insurance, certificates, limits, exclusions, additional insureds, drivers, workers, and subcontractors are confirmed [VERIFY].	
☐	Written scope defines the offer, exclusions, responsibilities, schedule, acceptance, payment, warranty, and change control.	
☐	Equipment, tools, vehicles, products, software, storage, access, and backups are inspected and fit for the actual work [VERIFY].	
☐	Training, credentials, permits, inspections, records, recurring renewals, and customer requirements are current [VERIFY].	
☐	Customer, payment, property, employee, health, identity, and confidential data are minimized and protected [VERIFY].	
☐	Pricing, credentials, affiliations, testimonials, savings, results, and outcome claims are truthful and documented.	
☐	Incident, damage, spill, injury, complaint, refund, breach, interruption, and escalation procedures are written [VERIFY].	
☐	Work stops for unsafe conditions, missing authorization, inadequate coverage, prohibited scope, deception, or requirements outside competency.	

STOP RULE

Do not serve until licensing, plan review, approved menu, water, sinks, wastewater, sanitation, ice, cold holding, allergens, caffeine information, ingredients, power, weather, fire, waste, tax, insurance, event authorization, and emergency procedures are confirmed [VERIFY].