

# MEMBER SPOTLIGHT

This month's Chamber Member Spotlight features one of our newest member businesses—Brianna Hook with Brick Road Coffee & Crafts!

## What is Brick Road Coffee & Crafts?

"Brick Road Coffee & Crafts specializes in providing its customers with coffee and espresso-based drinks, as well as a hospitable environment for everyone; coffee enthusiasts and non. We also like to highlight local artisans with their handmade crafts. Kingman has so much local talent and we'd like to showcase that."

## Who is your target market?

"I believe that Brick Road provides a service for everyone with our assortment of drinks, but our largest clientele would be coffee drinkers of all varieties."

## What got you interested in running your own coffee shop?

"Coffee. Coffee interested me in what I do. It was the inconsistency of quality in chain coffee houses that really pushed me to learn the skills and start our own business."

## Since starting Brick Road, what has been your biggest win or challenge?

"I think that since starting, my biggest win is just bringing more local shopping and commerce to Kingman. This is such a wonderful location for a town, and it could truly be a place to explore if we give people a reason to visit. Our downtown is beautiful and has incredible shopping. I love being a part of that. My biggest challenge would be that hours of business are not working hours. Owning a business is a 24/7 vacation."

## What makes you stand out from other coffee shops?

"I believe the reason that we stand out is because we were born and raised here. We genuinely love and care about the people that we are serving, as well as their enjoyment of our product. We use coffee roasted locally by someone who also grew up right around the Kingman area, so we are also supporting small business."

## What are your personal goals for Brick Road?

"Right now, I am limited at my hours that I am available to work. Once our children get a bit older, I would like to extend our store hours and offer more catering options than what I am currently able to do."

**Fun Fact:** Coffee is the second largest traded commodity in the world, only being surpassed by crude oil. The world consumes 2.25 billion cups of coffee PER day.



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