

## A Delicious Mocha, A Memorable Moment

(Note: Names of interviewed customers have been changed for their privacy)

Hot drinks, alluring aromas, freshly-baked pastries, what do these words have in common? Although coffee shops are often part of one's daily schedule, many coffee shops are designed to be in-and-out. People often come into a coffee shop, grab some goodies to go and are soon out the door, completely oblivious to the environment around them because every place seems to be the same.

Not every coffee shop can make people feel as if they were sitting at home sipping a luscious, steamy drink in front of a warm fire and surrounded by friends, but Mocha Moment--unique to Janesville, Wisconsin--is the coffee shop everyone has dreamed of. As people arrive they are greeted by a cozy cabin with a forest in the background, and little do they know the interior will be even more appealing. Mocha Moment may be a small business, but it offers an abundance of delightful feelings as one walks in the door. Not only does this coffee shop provide delicious, wonderful-smelling coffee, Mocha Moment also has delectable homemade foods, a diverse, engaging community and a perfect atmosphere for any sit-down activity.

When I arrived at Mocha Moment I was not disappointed. The wooden building's exterior was adorned with evergreen branches arranged in plant holders, thus giving off a holiday aura. Near the main entrance of Mocha Moment was a dainty gazebo for summertime conversation. *This place looks enchanting already*, I thought. When I entered I saw a large display of baked goods: muffins, breads, pastries, if I could think of a food, it was there. However it was not the looks that grasped my attention: it was the smell! The aroma of brewing

coffee along with the smell of a fireplace made me feel instantly comfortable. I approached the granite countertop and was greeted by a tall, brunette barista.

“May I help you?” she smiled cordially.

“Yes, is there a Steve Dean here?” I asked, hoping I had the correct name.

Mr. Dean (Steve) came out and greeted me. He was very pleasant and immediately offered me a seat. Steve and his wife, Kathy, are the two owners/managers of Mocha Moment. They have run the business from the start. The idea to create Mocha Moment came about in 2002 when Steve felt he wanted to do something new in his life. The Dean family also has a history in owning its own businesses, and the family had many people to help, so the idea of a coffee shop seemed fitting. After many complications, Mocha Moment was created. Steve gave me many details.

“I enjoy talking about this!” he exclaimed early on in our conversation, and I could definitely tell.

“What stands out to you most about Mocha Moment?” I asked. I was quite curious.

“We have a very welcoming atmosphere,” Steve told me. He explained to me that Mocha Moment was meant to make people feel as if they were walking into a good friend’s house. Steve said that his home was always full of company, and he wanted the customers at Mocha Moment to feel like welcomed guests. “We also want our customers to feel trusted,” Steve mentioned. One time a customer ordered muffins for an event he was holding, but the customer couldn’t pay for the muffins immediately. Steve gladly allowed the customer to pay when he could. Mocha Moment also holds many benefits, “100 percent of donations and gross sales are donated to the

cause we are raising money for,” Steve explained, “Advertisers are always saying just ‘proceeds,’ but for us it’s total gross sales!”

Steve went on, “The pricing is better here, too.” At Mocha Moment, all drinks, all sizes are under \$3.50! At the well-known coffee shop Starbucks the prices are sky high. Megan Friedman (2016) said, “Last year, Starbucks upped its prices on drinks between five and 20 cents...start saving your change now to pay for the difference on your next caffeine fix” (par. 4). Mocha Moment gives quality, homebrewed coffee for a decent price. These deals are not something to pass up on.

Steve and I finished, and I sat down at a table next to a window to enjoy a cup of hot, vanilla-spiced chai and enjoy the soft chatter around me when an older man, George, turned around and told me how fascinating it was that I was doing a report on Mocha Moment and expressed some of his personal feelings about the coffee shop.

“Mocha Moment has been my home away from home,” George said passionately, “It wasn’t easy for these guys to start up this place, it took lots of courage. God was involved here.” After my conversation with George I realized just how welcoming the people of Mocha Moment were, from the staff to the customers. It indeed did feel like I was sitting at the home of an old friend. People serving the customers always had smiles on their faces, and the customers were polite and chatty towards everyone around them.

Finally, Mocha Moment was constantly filled with people doing a variety of activities. Some people sit in a corner and play chess, while others are busy studying on their laptops. There are rich-colored leather couches next to the fireplace for those who want to get cozy during the ice-cold winter. For the more outdoorsy folk, overlooking the forest there is a long, wooden

porch with chairs and tables set up on it so people can enjoy their treats while getting involved in conversation.

Mocha Moment gives people the ideal coffee shop setting in addition to adding its own unique aspects. From the exquisite foods to the handcrafted drinks, this coffee shop makes people want to come back for more. Not only is the menu appealing, but the friendly, warm and welcoming atmosphere stands out from other coffee shops. Any activity that requires sitting down or an excellent cup of coffee can be performed at Mocha Moment. I like coffee shops, but Mocha Moment turned my liking into loving.

#### Sources:

Friedman, M. (2016). Starbucks Is Making a Big Change, And You're Not Going to Be Happy About It. Retrieved December 05, 2016, from <http://www.seventeen.com/life/food-recipes/news/a41569/starbucks-raising-prices-2016/>