Hive Pop

Sweet Treat Yourself

What A Pop-Up Is

A Hive Pop pop-up brings a self-serve treat cart to your Hutchinson business for a few hours at no cost to you. The cart is stocked with treats I make myself, like cake pops, cake pucks, cookie cakes, and cookies.

Hive Pop is a small, local treat business. Every treat is made by me in Hutchinson, KS and packaged with a cottage food label listing the ingredients and allergens.

Your customers and staff get something sweet, you get a reason for people to stop in, and you don't have to buy, bake, or stock anything.

How A Pop-Up Works

The cart is self-serve, so you and your staff don't have to run it.

- I set the cart up at your business at the start of the pop-up, stocked and ready.
- Customers pick the treats they want and pay by scanning a QR code on the cart.
- When the pop-up ends, I pick up the cart and take everything that's left.
- Pop-ups run a minimum of 4 hours, usually indoors, and I can work around your business hours.

The cart stays out of your way: it only needs floor space for the cart & signs, about 5x3 feet and no outlet.

What A Pop-Up Costs

A pop-up costs you nothing: there is no placement fee, and I take no cut from you.

This is a collaboration. You don't pay me to set up, and I don't pay you for the space. All I ask in return is that you share the pop-up on your social media, so people know when and where to find the cart.

Only Hive Pop products are sold from the cart, and customers pay Hive Pop directly at checkout.

The carts and the treats

Hive Pop has three carts, and I choose the one that fits your space, your foot traffic, and the date. I also choose the treats for each pop-up, a rotating mix of favorites and seasonal treats. I'll tell you which cart is coming when I confirm your date.

What I need from you

Hosting takes very little from you, but a few things help the pop-up go well

- **Location:** your business is in Hutchinson, KS, and the pop-up is usually held indoors
- **Time:** a pop-up lasts at least 4 hours, on a day and time you choose
- **Notice:** please request at least a week ahead, so I can plan and make the treats
- **Space:** 5ft x 3ft for the cart and signs
- **A spot for the cart:** somewhere customers will see it, such as near your entrance or checkout
- **A share:** a post or story on your social media when the pop-up is booked and on the day; I will post a few pre-pop-up detail posts to let everyone know it's happening/where and I will update my website to show where each cart is for every pop-up
- **A contact:** one person I can reach about the date and the day-of details

How Booking Works

Booking takes five steps, and most of them happen by email.

1. **Request:** fill out the pop-up request form with your dates and hours
2. **Review:** I check your request against my calendar and the carts. If your date or cart is taken, I'll email or call with the next open dates
3. **Accepted:** you'll get an email from me when your pop-up is accepted, with the date and hours
4. **Confirmation:** about 3 days before your pop-up, I'll email you to confirm, and you reply to let me know you're all set
5. **The pop-up:** I set up the cart, and you don't need to do anything else

A few days after your pop-up, I'll send a short feedback form. I read every response and use it to make the next pop-up better.

A month or so after your pop-up, I'll email you to ask about booking another. You'll be guided to click the short "book another pop-up" form, taking less than a minute to rebook if you'd love to have Hive Pop back.

Changes and cancellations
Plans change, and the sooner I know, the easier it is to adjust. Because I make plans for treat making ahead of time, please let me know **at least 3 days before** your pop-up if you need to move or cancel. I'll email you 3 days before to confirm, and that's the best time to tell me if anything has changed.

You're welcome to reschedule to another open date. Just reply to any of my emails and we'll find a new day.

If something unexpected comes up with less notice, call or text me as soon as you can. I understand things happen, and I'll do my best to work with you.

Food and allergens

Every treat is made by me, here in Hutchinson, KS and labeled so customers know what's in it.

- **Labeling:** Every package carries a label with the name of the treat, my name and address, the ingredients in order of amount, the net quantity, and any allergens.
- **Allergens:** Most Hive Pop treats contain wheat, milk, eggs, and soy. Tree nuts and peanuts are also used in my kitchen, so cross-contact is possible. Ingredients and allergens are listed on every label.
- **Questions about ingredients:** Every treat's full ingredient list is on its label. If you or a customer has a specific question, ask me and I'll answer it.

Frequently Asked Questions

Do I have to buy anything or pay a fee? No. There's no placement fee, just collaborating

What if no one buys? The pop-up costs you nothing either way, and I'll talk with you afterward about whether to try another day or time

Can my staff buy treats too? Yes, anyone can buy from the cart

Do you come outside the Hutchinson area? Not right now. Pop-ups are for Hutchinson, KS businesses

Is the pop-up indoors or outdoors? Carts are usually placed indoors. If you have a great outdoor spot, ask me.

How long is a pop-up? At least 4 hours

How far ahead should I book? A week, if possible, but at least 3 days otherwise

Can I choose the flavors? I choose what goes on the cart for each pop-up, and it changes from one pop-up to the next. If your customers have favorites, tell me. I'm always happy to hear it.

Can I book more than one pop-up? Yes. After your first pop-up, there's a short form to book another pop-up on my website www.hivepop.co, then click 'book another pop-up', put in all dates & hours wanted in the box 'other days/dates' and I will review each date with my calendar and be in touch

What if I have a question that isn't here? Reply to any of my emails, or call or email me using the details below

Ready to book?

Fill out the pop-up request form and I'll take it from there:

Link: Pop-Up Request QR Code:

Questions first? I'm happy to talk it through.

- Email: tiffany@hivepop.co
- Phone: 620-214-4080
- Web: hivepop.co

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