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Hello, Mystery Heads

Thanks for signing up to be part of the Mystery Machine community! Whether you found us through the Mystery Machine, grabbed a Mystery Box, or just love the thrill of the unknown, we're excited to have you here. I've always wanted to send out a newsletter, but I never felt like I had the "right of passage" to do so. I still don't—but honestly, that's all the more reason to start.

A Quick Recap of the Journey So Far

- Launched The Mystery Machine and got featured on Cincinnati News for the wild concept.
- Got selected to compete on The Blox, an entrepreneurial competition show airing this summer on Amazon, Facebook Watch, and MTV.
- Launched the Mystery Machine Website (mysterymachine.shop) and shipped out the first few Mystery Boxes (a 6-pack of random drinks from around the world).

Turning Setbacks into Upgrades

One of my favorite things is taking an objectively bad situation and gaslighting myself into believing it's an opportunity for growth. Recently, some hooligans decided to test the durability of the Mystery Machine by launching two massive rocks through the display glass, shattering it. They also quipped a few display cases and yanked out the

shattering it. They also swiped a few display cans and yanked out the antenna. Not ideal.

On top of that, I've heard feedback that the mystery menu could be clearer. So rather than just fixing the glass, I'm using this as an opportunity to redesign the menu into something more intuitive and exciting.

A Few updates are Coming:

A brand-new non-can menu that makes choosing your mystery option even easier.

Bringing back the Diet/Sugar-Free Mystery Option, alongside the Caffeine-Free Mystery Option.

What's Next?

I have big plans to scale the Mystery Machine, but I'll save those for next month. Stay tuned for exclusive updates, surprises, and a few mystery perks coming your way soon.

Until next time,
Mystery Man



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