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New Location, New Merch, Same Mystery

Some fun and exciting updates for my exclusive newsletter crew!

Tomorrow marks the grand opening of our third Mystery Machine location this time in Union, KY at Dreamy's Ice Cream! I couldn't be more pumped. With this launch, we officially have three locations across two states, and we're continuing our southern expansion strategy to take advantage of warmer weather year-round. Now, some people have asked me, "Why open your third spot 30 minutes away?" Well, mostly because I'm an ambitious fool—but in hindsight, it's helped define the regional perimeter for this phase. Now I know how far north and south I want to go with this current cluster of Mystery Machines. From here, the plan is to hire, stabilize, and move on to the next region. Sounds wild, but I really think it's doable.

Northern Kentucky News recently did a feature on the Mystery Machine coming to town. It's a great piece that really captures the what and the why of this project. Check it out [here](#).

In other news,

Our first run of Mystery Machine sweatshirts is officially live—and it's been a blast so far. There are three colors available: white, tan, and sky blue. You can choose from the complex design (Logo on the front, full menu on the back, and slogans down the sleeves.) or the simple design (Just the logo on the front) Each sweatshirt comes with a unique hidden "Mystery Drink" patch. The first 12 orders sold out during a limited pre-order window, and I'll reopen orders once more momentum builds.

but, for you, my newsletter peeps, you can order anytime. No pre-reservation needed.

Until next time,
Mystery Man



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