

# Chamber Member Spotlight



This chamber member spotlight features **K-Town Wine & Liquor**.

K-Town Wine & Liquor is owned by Dave and Vicki Harbert, Joe and Darla Harbert, and Leslie Schrag.

#### **Tell us a bit about your business.**

"K-Town Wine & Liquor is a retail and wholesale liquor store with a wide selection of beer, liquor, and wine. We also carry mixers, custom gift baskets, glassware, bar accessories, books, novelty items, and CBD products."

#### **What is your target market?**

"Our target market is anyone (over 21 years of age of course) looking for outstanding customer service and a unique atmosphere when purchasing libations for themselves or as a gift."

#### **What got you interested in the alcohol industry?**

"Many of life's celebrations include a drink, and we wanted to add some fun to the process of purchasing those drinks."

#### **Since starting your business, what has been your biggest win or challenge?**

"Our biggest win has been the ability to increase our sales even with new competition from big box stores. Many liquor stores closed their doors when large retailers began to sell higher alcohol content beer. We saw an opportunity to be creative in our product offerings, and it has worked for us."

#### **What makes you stand out from competitor?**

"K-Town is a destination liquor store. We carry a wide variety of products unique in Kingman. We periodically host tasting events and offer promotional giveaways. Our customers enjoy their time in our store, turning what is typically a mundane purchase into a fun experience."

#### **What are your personal goals for K-Town Wine & Liquor?**

"Our current goal is to expand our product offerings to our customers. We want to be a place for wine and cheese, beer and tailgating supplies, and liquor and accessories needed for the home bar."

#### **Helpful Tip:**

When buying beer for large events like weddings—ditch the keg! Not only is packaged beer cheaper, it offers flexibility in variety and does not require a deposit or second trip to the store to return the keg.

To see their selection, or take advantage of their 10% off all wines deal every Monday, shop at 121 East Avenue A in Kingman.

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*Area Chamber of Commerce*

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