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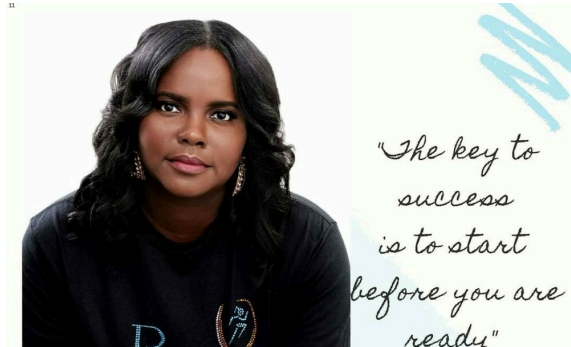
LOCAL STORIES MARCH 17, 2022

Community Highlights: Meet Lanisha Thornton of Runnin' Buzz Bartending Services



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Today we'd like to introduce you to Lanisha Thornton.

Lanisha, we appreciate you taking the time to share your story with us today. Where does your story begin?

If I had to bet on anyone, it would always be myself.

I always have enjoyed working in the wedding and event industry. And I always had a passion for mixing drinks. I started out mixing drinks for random events of family and friends, then I realized I could actually make money doing one of the things I love.

Therefore, I started researching ways on how I could expand my knowledge in the beverage industry. I went to bartending school that had an online program allowing me to learn more about the liquors, wines, proper way to serve and mix, etc. This was the written portion. To get the hands-on training and experience, I attended a hands-on training program at a local bar in Jacksonville, FL

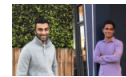
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KNOW.

I wanted to make sure I went into this business at least knowing some of the basics and the history of bartending before officially bartending, better yet starting a mobile bartending business. To me, it is better to have the education and credentials behind the industry that you are starting a business in, and that is where a lot of individuals and/or businesses fail.

Runnin' Buzz Bartending was created back in October 2019, and was fully established and operating as Runnin' Buzz Bartending Services LLC, in January 2020. I was inspired to not only mix and serve cocktails but to also mix and serve mocktails (non-alcoholic mixed beverages) because of my children, and being surrounded by family and friends who had a preference of not drinking alcohol related beverages, but always wanted a good mixed beverage.

Alright, so let's dig a little deeper into the story – has it been an easy path overall, and if not, what were the challenges you've had to overcome?

Nothing about starting and running a mobile bartending business is a smooth ride. Especially, when there is alcohol involved.

One of our main struggles is getting the clients to understand we are a beverage catering service that is certified to mix and licensed to serve alcohol only. Most clients think when they hire us as a bartending service, we are providing the alcohol as well. We are a bartending and beverage catering service that can provide everything with the exception of alcohol. However, we can provide you with an alcohol shopping guide that recommends how much alcohol to purchase according to your guest count and the length of your event.

There are also rules and regulations that affect a mobile bartending business. There are some agencies or individuals who do not necessarily know how to categorize or regulate a mobile bartending service. Runnin' Buzz Bartending is a mobile bartending and beverage catering service that is set to accommodate anyone and everyone



alcoholic mixed beverages.

We cater to any and all events, of any age group. Some think we are just a professional service, but we are classified as a catering service, specifically a beverage catering service, which is classified in the food and accommodation industry.

Because of this discrepancy, it becomes another main struggle for Runnin' Buzz Bartending to be able to obtain loans and or grants to operate the way it should, hire staff, or provide service enhancements. There become limitations to the number of events that can be handled per month, the growth of our business, and it causes more owner investment and/or debt.

Thanks for sharing that. So, maybe next you can tell us a bit more about your business?

Runnin Buzz Bartending is a certified minority-woman-owned business with a family-operated team consisting of mixology-trained bartenders, certified alcohol servers, and more, that can handle everything needed so all clients or hosts can be a guest at their own event. We provide a service that offers a fun, personal, and professional beverage catering experience to take any event to another level, no matter the age, and set a tone for great memories to any satisfaction.

The most important factor behind the success of Runnin' Buzz Bartending is the passion I have for what I do. My level of passion for my business has been observed by others in my community and across the United States, and that has brought on new clients and new opportunities. I have a passion to help and accommodate everyone, which is why we specialize in mocktails.

We aim to let our young people and the sober community know they can also enjoy a well-mixed beverage without alcohol. It allows them to feel even more a part of the fun.

What do you think about luck?

I don't believe in luck, I believe in blessings. Runnin' Buzz Bartending has been nothing but a blessing to me and my family.



circumstances that I have now healed from, I have learned God had other plans for me that allowed me to still be in the legal profession (as a Paralegal), but also do something outside of the legal profession that I love.

I enjoy mixing drinks, I love meeting people, and I love learning new things. So, I achieved to become a professional Bartender/Mixologist, by going to Bartending and Mixology School, traveling back and forth to Jacksonville, FL on the weekends to complete hands-on training in a bar environment.

I am still not where I want to be, but my determination and the passion I have for mixing drinks can only make me better as time goes by.

I am considered a legal professional and female entrepreneur that is blessed with a business minded spirit that is powerful, kind, and generous. I make sure Runnin' Buzz Bartending is operated with class, elegance, and professionalism, to not only protect my reputation, but also the reputation of others who we are surrounded by. There couldn't be a better person or business for any beverage catering needs.

You don't have to be a lawyer to pass my bar (L. Thornton)

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- **Instagram:** [instagram.com/runninbuzzbartending](https://www.instagram.com/runninbuzzbartending)
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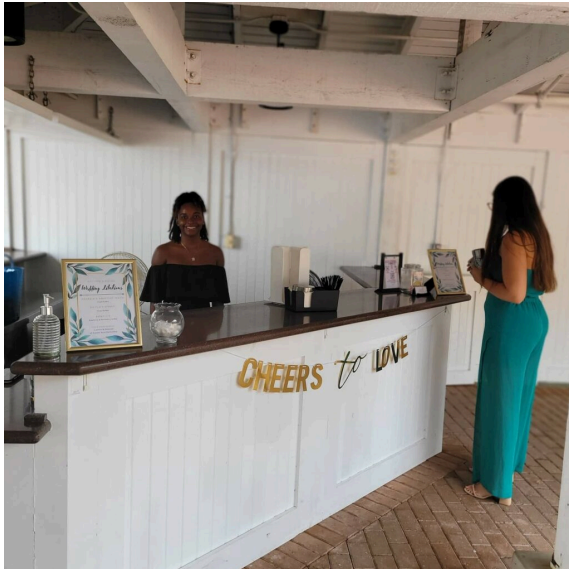
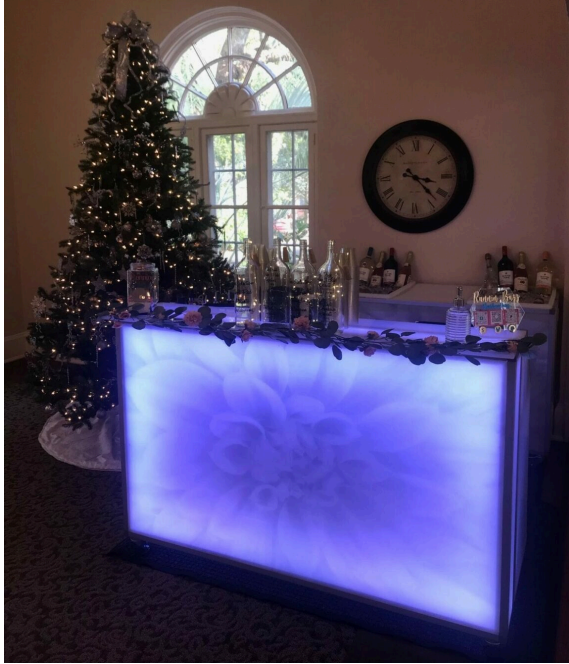


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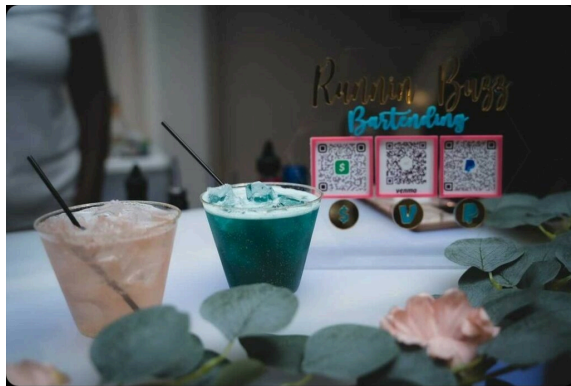
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