JOE'S · A PROPOSAL FOR DELTA ROADHOUSE

TAKING JOE'S TO THE CROWD

A one-Sunday pop-up at the Tipsy Trout Taproom, and how we can make outside events work for both of us. Written so we can talk it through: leave your questions and concerns right on the page.

From: Joe Sutliff For: Miles, TW and the Delta Roadhouse team 11 Nov 2026

SUMMARY

THE SHORT VERSION

Yo at the Tipsy Trout Taproom asked JOE'S to join a food-truck pop-up on **Sunday, Nov 22, from 11 AM to 8 PM**, with the trailer on the pavement beside the other food trucks, 50-amp power, fresh water and trash provided, for a flat $75 day rate. I'd like to do it **with the Roadhouse as a partner in it**, not around it. Yo is holding all marketing until we've talked.

Nov 22 is also the **Broncos vs Raiders game** (2:25 PM kickoff). The tavern doesn't open without JOE'S food, so if the trailer goes across town, **the Roadhouse is closed that Sunday**, and we use the pop-up crowd to market the Roadhouse's next game and events. That's why I'm bringing **two ways to do the day**: the trailer at the Tipsy Trout under the Roadhouse name, or the trailer at home for the game and a small JOE'S tent pop-up across town. Your call matters here.

WHY

- Our Roadhouse Sundays average **$341** in sales and aren't growing.
- The one night we had a crowd (the 17 Oct show) did **$1,774** in about 3 hours.
- A food trailer earns by going where people already are.

WHAT THE ROADHOUSE GETS

- Every pop-up sale rings on **your Clover**, so you keep your 20%.
- "Home base: Delta Roadhouse, 215 Ute St" on every sign, bag and menu.
- A Monday recap with sales, new followers and reviews.

WHAT I'M ASKING

- Pick a format for Nov 22, and a written OK (an email is fine).
- A sit-down on simple ground rules for future outside events.
- Help getting the trailer's 3-compartment sink fixed.

TO DECIDE ON THURSDAY, NOV 12

1. **Nov 22 format:** A (trailer at the Tipsy Trout, Roadhouse-presented) or B (trailer home for the Broncos game, JOE'S tent pop-up across town).
2. **Written OK:** an email from you confirming the format and any conditions.
3. **Sink repair:** who fixes the 3-compartment sink, and by when.
4. **Ground rules:** notice, how often, and which dates stay at the Roadhouse.

I know you see the Tipsy Trout as competition. In a town our size, I believe working together grows the pie for everyone, and I'd rather earn your trust on this than ask forgiveness. Tell me what would make you comfortable.

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