



# AY! CHIHUAHUA COFFEE

A love of coffee from his homeland of Mexico, 20 years of experience as a barista, and the generous gift of a grinder, espresso machine and coffee maker from the owners of the former Bella Cafe in Milwaukee's Third Ward led to the opening of Ay! Chihuahua in 2018. Named after the Mexican phrase expressing surprise, "ay, chihuahua," and for his love for chihuahuas, this unique Latin-Owned pop-up coffee bar "brings the coffee fiesta to you!" says founder and owner, Robert Sanchez Jr.

Born from an idea to bring specialty coffee drinks to any location, Ay! Chihuahua travels all over bringing its selection of signature drinks, made with coffee locally sourced and grown on a woman-owned farm in Chiapas, Mexico and chocolate that can only be found at a Mexican grocer, to corporate events, meet-ups, weddings, funerals and backyard parties.

Sanchez and his mobile coffee bar eventually found its way to WWBIC first as a barista and coffee vendor at their events and then as a client. In 2020 when COVID hit, Ay! Chihuahua, like many businesses, fell into hard times. But with assistance from WWBIC and mercadoMKE, Robert was able to get the assistance he needed to not just survive but strengthen and grow his business. Sanchez continues to dream up new coffee and breakfast burrito recipes to add to his menu, and hopes to hire more employees and facilitate barista trainings.

“WWBIC is always here to help and I enjoyed working for them and with them.”

“WWBIC is always here to help,” says Sanchez. “I enjoy working for them and with them.”

[aychihuahuacoffee.com](http://aychihuahuacoffee.com)

**Owner:**  
Robert Sanchez, Jr.

**Business Location:**  
West Allis

**Employees at Business:**  
1

**Total Investment:**  
\$15,000

**WWBIC Support:**  
mercadoMKE,  
Trainings, Grants



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