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# SIP & PURR CAT CAFE

Katy McHugh owes the idea of Sip & Purr to an unexpected encounter with a cat named Gigi. A big yellow tabby who sauntered over, and made herself at home on Katy's lap in a cafe in Amsterdam. She continued on with my conversation and wine while Gigi lay there happily purring away. It was so peaceful that Katy didn't want to leave.

This encounter made McHugh wonder how she could take this experience back home to Milwaukee. She wanted everyone to have a place where Wisconsinites could relax and enjoy the companionship of cats. Fast forward one year, and Sip & Purr became the first cat cafe in Milwaukee in 2018.

During that year, Katy didn't have to go it alone. She connected with WWBIC and received training and coaching as well as a microloan.

"WWBIC provided funding, but they also assisted me in the beginning with things like legal referrals and setting up payroll," says McHugh.

In addition to wine, coffee and cats, Sip & Purr now also offers cat adoption services. They have secured homes for over 1,300 cats and are the only cat cafe in the U.S. that routinely accepts at-risk cats from international locations. In 2024, they are relocating to a new facility on Brady Street which will allow them to take their cat rescue services to the next level.

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

**Owner:**  
Katy McHugh

**Business Location:**  
Milwaukee

**Employees at Business:**  
10

**Total Investment:**  
\$80,000

**WWBIC Support:**  
Training, Grant,  
Lending, Coaching



*Entrepreneurship and  
Financial Wellness Training •  
Lending • Coaching*

