

LUNCHEON SERIES

WEDNESDAY, NOVEMBER 15, 2023

We are pleased to announce our next lunch hour speaker.

Begins @ Noon

Alisa Morkides

THE STORY OF BREW HA HA!

LISTENING TO YOUR HEART: A KEY TO HAPPINESS

Alisa Morkides is the founder and owner of Brew Ha Ha!, an independent chain of coffeehouses headquartered in Wilmington, Delaware.



Alisa's path to coffee nirvana was neither short nor easy. Earlier career stints as a chemist and then as a financial analyst eventually led her to the realization that she wasn't happy with either. A vacation to Florence in the spring of '93 changed everything. She fell in love with the quality coffee experience in Italy and thought to herself, "Why can't they make coffee like this in Wilmington?" And a seed was planted. On her return, she opened a small storefront in Greenville, maxed out her credit cards, and opened her first Brew Ha Ha! café in December 1993 – in the middle of a recession and a brutally cold winter. Business was slow, cash was tight, but the few customers that braved the snow and ice loved the coffee and the concept. Even though Alisa was losing money and working harder than she ever had in her life, she knew right away that she had finally found that thing she was meant to do with her life.

Today, Brew Ha Ha! has nine coffeehouses and has received numerous quality awards, including being voted #1 Coffee Shop in Delaware by Food and Wine magazine and Best Coffee in Delaware by the readers of Delaware Today for 29 years in a row. In 2015, Morkides parlayed her love for high quality coffee into a second business, Brandywine Coffee Roasters, which roasts award-winning coffee for cafes, grocery stores and retail customers all over the U.S.

Morkides lives in Wilmington with her husband Chris – a therapist and reformed convenience store coffee drinker – and their daughter Kina.

Menu

Arugula, Beet and Pear Salad, Miso Dressing

GRILLED JAIL ISLAND SALMON, SOUR CRAM DILL SAUCE
FONDANT POTATOES - SNOW PEAS

Pumpkin Mousse, Ginger Snap Cookie

Members will be billed for the cost of the Luncheon.

Please Contact the Club for Reservations: 658.4287 or wilmclub@comcast.net