



The Rolling Gold beer truck evolved out of the Rust & Gold in Huntington, New York.

Aussie café Tucker in Easton, Pennsylvania, now does double duty as a general store.



8. Let the Good Times Roll

Some brick-and-mortar bars have halted their indoor service, giving their entrepreneurial owners license to hit the road. **BY DAVID LAHUTA**

IT DIDN'T TAKE LONG for Frank Antonetti to figure out he was onto something. When COVID-19 shuttered his Long Island pub the **Rust & Gold** (therustandgold.com) in March, he retrofitted a 1963 Chevrolet delivery truck with keg refrigeration and external taps, then began selling local craft beer and canned cocktails as he rolled down the streets of Huntington, New York. "We'd see all of these adults looking at us like a kid looks at Mister Softee," Antonetti says. "Their faces would light up. That's when we knew we had something special."

As entrepreneurs across the country have been forced to reinvent their businesses, mobile liquor trucks are on the rise. "When the pandemic began, our sales went up sixty percent," says Woody Norris, an Army veteran whose fleet of **Booze Pops** (boozepop.com) trucks sells alcoholic frozen treats around Charleston, South Carolina. In addition to low-proof wine pops in flavors like strawberry mimosa and pomegranate sangria, Norris also sells stronger 15 percent ABV ices like the

Southern Belle, with sweet tea, fresh peaches, and top-shelf bourbon.

When Luis Villegas was forced to close two of his four Houston restaurants in March, he bought four trucks to canvass the city. "It was a way to retain one hundred percent of our staff," the restaurateur says. Today, his **Bovine & Barley** (bovineandbarley.com) "adult ice cream trucks" serve frozen drinks and cocktails throughout the greater Houston area—like the Ranch Water, a Tex-Mex cocktail with tequila, Topo Chico, lime, and Tajín.

Out west, **Sara's Market on the Go** (fb.com/sarasmarket), a truck from the East L.A. gourmet grocery, is one of the first in California, selling local beers and West Coast wines alongside artisanal salsas and chorizo. "We're trying to cross-promote with other businesses that might be struggling," says owner Sara Veldes, who drives around the city with her husband, Steven. The result: cans of Highland Park Brewery IPA and bottles of Fossil & Fawn Oregon rosé delivered on demand.

9. Support Restaurants Thinking on Their Feet

CANLIS

At the beginning of the pandemic, the Seattle fine-dining institution temporarily transformed into a burger drive-in—without laying off a single worker. Now they've set up an outdoor crab shack in the parking lot. canlis.com.

TUCKER SILK MILL

This café in Easton, Pennsylvania, still serves Aussie-inspired bites on its outdoor patio, but it's also been reimaged as a country store selling dry goods, spices, and fresh produce. tuckersilkmill.com.

LA ÑAPA

During New York City's spring lockdown, the Brooklyn restaurant offered its Venezuelan-inspired tapas for takeout while transitioning its hip space into a humming natural-wine shop. lanapabk.com.