

## Wine on tap? There's a truck for that



Soon, Southwest Floridians won't have to settle for a bottle of wine – they'll be able to get a whole truckload.

Sort of.

Clients can rent one of the two authentic Italian trucks from Patti Genko's Bubbles Mobile Bar and be treated to the business's namesake sparkling wine, non-carbonated wine and beer on tap.

"I'm not a sommelier or anything like that," Genko said. "I just know what I like."

What she likes? Bubbly fresh out of her two trucks: a white 1965 Innocenti Lambro and a blue 1963 Piaggio Ape B. Both are functional vehicles. While she often transports the trucks to the events she's booked for, each is perfectly capable of going upward of 30 mph .



**Patti Genko, right, and Scott Beddome, left, check the sparkling wine tap as they set up Bubbles Mobile Bar before a New Year's Eve party at the Clubhouse at Treviso Bay in Naples on Tuesday, December 31, 2019. (Photo: Alex Driehaus/Naples Daily News/USA TODAY - FLORIDA NETWORK)**

“They really can cook along,” she said.

Genko’s inspiration dates back to her childhood. Her father, a pharmacist, enjoyed gourmet cooking for fun. As they traveled around the country, the cuisine was a focus, and she found herself in the middle of her parents’ dinner parties, where she would help prepare dinner and hors d'oeuvres.

Even though much of her professional life was spent as a radio personality in Milwaukee, she took wine and cooking classes, maintaining the interest her parents fostered.

About three years ago, she discovered the concept of a wine truck on the internet and immediately fell in love with the idea.

“I thought they were just adorable,” she said.



**Patti Genko pours a glass of sparkling wine as she sets up Bubbles Mobile Bar before a New Year's Eve party at the Clubhouse at Treviso Bay in Naples on Tuesday, December 31, 2019. Genko says that they are able to pour about 500 glasses of sparkling wine per hour using the two taps. (Photo: Alex Driehaus/Naples Daily News/USA TODAY - FLORIDA NETWORK)**

The biggest challenger for Genko and her husband, Scott Beddome, was sourcing a truck. They looked at importing their trucks straight from Italy but found the expense and paperwork were too big a headache. Eventually, they found a seller out West. Even then, the headache wasn't over: the trucks are three-wheeled and can't be transported on traditional carriers.

"We had to find the right vehicle in the right condition with the right price from the right person that had the right look to it," she said.

Then, they had to get their trucks ready for the public. That's where Beddome, a contractor who works in wood restoration, upped the ante. It was a challenge.

"It's Italian design," he said. "The heritage there is pretty rich to live up to."



**Patti Genko, left, steers one of two 1960s Italian trucks that make up Bubbles Mobile Bar while Scott Beddome, right, pushes it into the Clubhouse at Treviso Bay in Naples on Tuesday, December 31, 2019. (Photo: Alex Driehaus/Naples Daily News/USA TODAY - FLORIDA NETWORK)**

When he thought about his approach, he had to keep that heritage in mind.

“These are vintage. To me, the look about them is just so classic, so historic, so well-defined. I wanted to make sure that the build-out that they did was of similar craft and character, that the scale of it was proper for the size of the units,” Beddome said.

The final design? The Lambro features a quartz countertop, the Ape B wood, fabric canopies shading the serving area for both. Both trucks have two taps, each of which is capable of serving 500 glasses an hour. Every keg serves about 160 4-ounce glasses of wine. Changing a keg takes a matter of minutes, Genko said.



**Patti Genko, right, and Scott Beddome, left, pose for a portrait with one of two 1960s Italian trucks that make up Bubbles Mobile Bar before a New Year's Eve party at the Clubhouse at Treviso Bay in Naples on Tuesday, December 31, 2019. (Photo: Alex Driehaus/Naples Daily News/USA TODAY - FLORIDA NETWORK)**

Beddome said the experience, altogether, has been rewarding.

"If people come to understand what they are, I think that over time, there's going to be a great amount of demand for them," he said. "I think we're really just scratching the surface."

Genko agreed and noted Southwest Florida was perfect for a mobile sparkling wine business.

"It just feels like the beach. It's nice and light and sparkly. It's just a neat way to drink wine," she said.