



Sweet Haven Tonics

Leah Pekrul started Sweet Haven Tonics craft cocktail concentrates, as a hobby. Soon Pekrul's concept of craft cocktails made simple took off and, before long, she left her day job as a teacher and expanded her hobby into a home-based business selling all across Minnesota.

After just a few years in business, Sweet Haven Tonics opened a tasting lounge and retail location in downtown New Ulm, and has a flourishing online business, shipping products all over the country. Pekrul's business could not have grown at the pace it has without a reliable, fast internet connection.

In 2023, Sweet Haven Tonics shipped product to 41 states. She works with a distributor that sells to about 300 restaurants, bars, and liquor stores all over the country. In early 2024, she began selling her product on Amazon.

"I recently had a two-hour video call with an Amazon rep to discuss ways to make sales more successful on their site," Pekrul said. "If you don't have a reliable connection for important calls like that, you come across as unprofessional."

But that's not something she usually thinks about.

"The biggest compliment I can give is that we don't ever think about the internet connection because it just works," she said. "It's there in the background supporting everything we do."