

DOLLARS FROM DISCO

Disco is in demand at Cherry Restaurant and Bar in Atlanta, Ga. Manager Dee Grimes wouldn't have it any other way when it's time for patrons to play. Once a month, the bar hosts a large themed promotion and their most recent was Disco Party, a '70s-focused event for men and women 21 and up.

The Disco Party was the bar's first, but Grimes says careful planning and effective marketing made for a smooth and a successful execution. Cherry Bar sent out e-mails announcing the 8 p.m. to 3 a.m. event to clientele on its e-mail list and also raised awareness by distributing in-house flyers to guests.

Because Cherry's layout is more conducive to dining than dancing, Grimes says more and more tables and chairs were removed to make a larger dance floor as the night progressed. When the crowds needed still more space, the tables and chairs upstairs were pushed aside to accommodate two floors of fast-paced fun.

Demographics for Disco Party covered the spectrum, says Grimes. The promotion was one that he says will definitely be on the bar's calendar again.

"In these tough times we thought disco would be easy for showing people a good time," he says.



CLUB OCTANE'S SALUTE

Taylor Wolfson, owner of Club Octane in Monterey, Calif., wanted to salute our country's military by honoring its ranks with a strategic promotion. But he got much more than he bargained for in the process.

The idea came to him after he noticed that the club's upstairs was drawing a large military clientele. "We decided the time was right," Wolfson says. "It's taken off and has been doing very well for us."

Each Friday, military personnel are exempted from paying cover charges for the entire night. Wolfson says Club Octane is the only venue in the area to offer the special on weekends, much less the drink specials that accompany it. One military-oriented specialty cocktail enjoyed by guests is Area 51, a fruity concoction served with a glow stick in the glass.

With the Defense Language Institute, Naval bases, Coast Guard bases and others installations nearby, Wolfson says crowds from 500 to 900 are typical. The four-room club fills up in sections and he says the military LD promotion has been very effective in drawing in the early crowds.

52 CARD PICK-UP

It's a scenario repeated often in bars and clubs. A table of attractive young men sends a round of drinks to a table of equally attractive young women. Then another, but never are any words exchanged and seldom are these guests' efforts rewarded with introductions. But it doesn't have to be this way.

There's a new promotional opportunity to get your guests together called 52 Card Pickup.

Created by Christa Sorauf and Lesley Johnson, partners in Greenville, S. C.-based Thinking Cap Inc., 52 Card Pickup puts fun into casual flirting by offering bar patrons full decks of pickup lines, one per card.

Blank lines on the back also allow for names, phone numbers or e-mail addresses.

"The whole (bar) scene has changed," says Johnson, a former bartender who saw the need for an ice-breaking promotion firsthand while working with fellow bartender Sorauf. "This breaks the ice — it's like a mini greeting card."

Cards can be sent with or without drinks. Sorauf and Johnson say their success rate is phenomenal for patrons and bar profits have increased just as phenomenally as a result.

An example is Tiki Bob's in Greenville, S.C. This past Valentine's Day, when Johnson says its manager reported going from "tumbleweeds traffic" to 550-600 people after promoting a night with the cards.

Card series presently include the Classic Collection, Babe Box, Dude Deck and Collegiate Collection.

The partners are looking into designing city and holiday-specific cards as well.

Bars can purchase decks at wholesale and sell them for \$6.95 retail or use them as prizes or giveaways. e to fit their personality and simply fill in the blanks," Sorauf says.

