

Extended Hangout Customers



- I don't want to go to a party bar
- I don't want to go to a "couples bar"
- I do want to be able to work and eat some appetizers, watch a little TV and maybe if some business associates come along – connect. I will spend 2-3 hours in my visit.
- It needs to feel okay to turn on my laptop and work
- I may be an end of business day customer who just wants to stop somewhere my business associates or neighbors or friends know is the place we like to gather and hang.
- I don't want live music – it's too interruptive
- There have to be TV's so I have something to do when not staring at my computer or cell phone while sitting at the bar or a high top. And it gives me a way to connect with strangers when others are watching the same thing as I
- I need to know if I come to this venue there will be a place for me to setup and hang – so there better be plenty of park spaces for me, my laptop and for when my friends come by to place drinks and sharables. And the tables need to be high tops so some of us can sit and others stand without impacting the group interaction
- I don't want to sit on couches or at a restaurant table
- I like community tables because I can be alone, but not alone
- In return for all of that I will likely stay for 2-3 hours and spend \$75+ dollars on a combination of appetizers, cocktails I try and then maybe wine by the glass or draft beer