



In the interest of full disclosure I have to admit that I'm not usually a big fan of sports bars. In my experience (particularly in major cities) they tend to be overblown in almost every conceivable way. They're too big, too noisy, too chaotic and almost always way too expensive. During a trip to Atlanta last spring we met friends out at a sports bar roughly the size of Turner Field only with fewer bathrooms. We proceeded to spend a relaxing evening screaming trivia answers across the table at one another surrounded by giant banks of video monitors, attended by servers in the usual skimpy pseudo-referee uniforms. How original.

And that's exactly what we're looking for in a sports bar – some sort of originality. Hell, the place doesn't even actually have to be a sports bar (there are a couple in this group). It just has to be a place where we'd actually want to go and watch sports and have some fun with friends. I had help with my friend, Richard Brooks, on these expeditions. In fact, in true sports bar fashion, we occasionally had fun while our teams folded like cheap lawn chairs.

### **South of the Broad: Bluffton**

### A guy walks into a bar, part 1

A guy walks into a bar in Cork, Ireland, and asks the barman: "What's the quickest way to get to Dublin?"

"Are you walking or driving?" asks the barman.

"Driving," says the man.

"That's the quickest way," says the barman.

### Jocks

95 Baylor Drive, Bluffton (Publix Shopping Center)

Phone: 843.815.7474



It's a small, cozy sports bar, located on a quiet street in the heart of the town. It's the only place in town where you can find a good selection of sports bars, and it's the coolest little bar in town.



gave me a lot of insight into the world of sports bars and how they operate. I was particularly interested in the way that the bar owners and managers interacted with their patrons and how they managed the bar's finances.

Bill, the owner of the bar, was a former professional athlete and had a lot of experience in the sports bar industry. He was very knowledgeable about the business and was willing to share his insights with me.

One of the things that I learned from Bill was that the key to a successful sports bar is to have a good location and a good atmosphere. He said that the bar should be in a busy area and should have a warm, inviting atmosphere that makes patrons want to come back.

Bill also mentioned that it was important to have a good menu and to offer a variety of drinks. He said that the bar should have a good selection of food and drinks that appeal to a wide range of patrons. He also mentioned that it was important to have a good staff and to make sure that the patrons were well-served.



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