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Courtesy photo

Black Angus Steakhouse has revamped its Monrovia location. The restaurant now includes the BullsEye Bar, featuring high-definition, flat-screen TVs, free WiFi and happy hour food and drink specials.

Right on target

Monrovia Black Angus features BullsEye Bar

By Kevin Smith Staff Writer

MONROVIA — Restaurants are always looking for ways to shake up their presentation and attract more business.

And Black Angus Steakhouse has scored a bulls eye — literally.

The Los Altos-based restaurant chain has revamped its Monrovia location to include a BullsEye Bar, the company's new casual sports bar concept.

"We did a lot of research, both qualitative and quantitative, to find out what people like about our brand," said Stacy Schulist, the company's director of marketing. "Many people remember the energy of the Square Cow Fun Bar that Black Angus had back in the '80s and '90s. That concept became dated and we moved away from it, but they missed the energy it had."

Black Angus, she said, is looking to recapture that same kind of energy with the new format.

"We still want to appeal to our current demographic, but we want to give them another reason to come," Schulist said. "We also want to reach people who may not have tried Black Angus in the past. This gives them a point of entry."

The first BullsEye Bar opened in September 2009 at the company's Burbank location. The concept has since grown to include 19 restaurants with 10 more planned for 2011.

Each BullsEye Bar has 10 to 12 high-definition, flat-screen TVs, which allows visitors to watch different sporting events simultaneously.

Free WiFi is available for fantasy sports players and the menu features "steak takes" on traditional sports bar food, as well as signature drinks.

The full Black Angus dinner and beverage menus are also available in the bar.

The more casual BullsEye menu includes such offerings as steak nachos, steak quesadillas and filet mignon sliders.

"You can come in and get some steak nachos or filet sliders and watch the game," Schulist said. "We have also launched a happy hour with food and drinks that are priced from \$3 to \$5."

The \$3 items include three-cheese garlic bread and four-cheese queso dip, as well as all well drinks, all bottled and 16-ounce draft beers and selected wines.

The \$4 and \$5 menu items include Gold Strike Margaritas, Pineapple Jalapeno Chelada and food that includes chicken tenders, loaded potato skins, chipotle buffalo wings and prawn cocktail, among other items.

Daniel Conway, a spokesman for the California Restaurant Association, said Black Angus has made a smart move.

"Every restaurant has to rethink how they do business and who they do business with," he said. "It seems like this is a way for them to attract new customers while holding onto their existing brand."

Conway said many restaurant/bars are now featuring less costly menu offerings for customers who are struggling in a tough economic climate.

"We're seeing longer happy hours with more food available in smaller portions and at lower price points, which is what a lot of customers are looking for," Conway said. "In the best of times restaurants see a 3 to 5 percent profit margin and now ... they're looking at 1 to 2 percent."

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