

Bar Hoppin' With Hops
The Second Century Tour
Hops MacBarley's 2013
Key West Bar Boondoggle

Bar #127:

Fat City Monroe Parish
618 Duval Street
Saturday, 22 June, 10:30 PM

Sierra Nevada (draft) \$2.75



Tammy sent us here because her main man Patrick has taken over this wing of the complex. Better that we put our money into his pockets than give it to whoever owns Six Shooter. (I hear she caught some heat for it, too.)

Fat City is a work in progress. Occupying the same alley was once occupied by Salsa Loca -- and Awful Arthur's prior to that -- the place has a niche, but a hard-to-see niche. Arthur's had the witty name that might draw people down for a look, and Salsa Loca had good enough food to be a legitimate destination. Time will tell what the hook will be here.

It will have to have one, because it's not going to get fed by a steady flow of foot traffic. The river of pedestrians drains to a babbling brook by this block, so something is going to have to scream out for them to get their babbling butts over here.

What would bring you off Duval to check this establishment out?

Excellent food? How would you know? Because they *say so on their sign*? You're easily fooled. Locals can rely on word of mouth (extra appropriate for eating, ha), but how would tourists know? If you're crankin' good (or give good commissions), concierges will spread the word, but there might even be more restaurants than bars on this island, so you gotta be G-O-O-D to get people looking for ya.

Cool tunes? Anything loud enough to reach Duval from there will deafen your customers. You could put a band in here -- over there in that corner -- but with this layout, the sound wouldn't reach the main street anyway.

Have a sexy, almost-naked chick dancing on the sidewalk? Miiiiight work, but the bar would have to pay the little vixen too, wouldn't they? She may look cheap, but she would not be.

Great beer specials? Heyyy, now that would turn *my* toes in this direction. Throw in some food specials too, like bargain wings, or free cheeseburgers for guys with beer ingredients in their names.

Yeahh, it looks like Great Beer Specials has the most potential! If you pour it, they will come, grasshopper. Start pourin', baybee!

Anyway, that's a dilemma for Patrick to solve. He got Krawl up and running strong, so this will be his new challenge.



The Okies (who are from New England, not Oklahoma) and I walked in from the other side, coming out to the alley from Cowboy Bill's Six Shootin' Church Tattoo place. Four other patrons were at the bar. We sat ourselves on the three high, sturdy, curved-back, light wood chairs in the middle and effectively filled that bar up. Patrick greeted us heartily and informed us that it was indeed 2-4-1 time! Jackpot!!

This place was having the same identification crisis that Six Shooter had: no signs, no name. It was still in the larval stage, but was up and running in sort of pre-opening mode. The opening is slated for mid-August, and

the *Grand* Opening around Labor Day. You know how Key West construction and permits and all that shit can be, though, so we shall wait and see.

As it happens, the graphic designer who had come up with a logo for the bar was seated to our right. He shared the design with us. As you see. Nice look, very blue. I like blue. I'm much more of a blue guy than a red guy. And more of a night person than a morning person. And more of a mayo guy than a mustard guy. (Like you were wondering.) (And, actually, more of a Miracle Whip guy than a mayonnaise guy.) (So there.)

The plan was that the restaurant would be called *The Quarter*, and the bar would be *Fat City, Monroe Parish*. Sticking with the Nawlins flavor, the word *Parish* subs for *County*. Build-outs and cool improvements were slated for both parts of the business. Patrick had already added some seats and a counter.

The bar area sits under a large dark awning, with misters misting from the outer edge. The alley is in the shade just about all the time, I would think -- maybe some late morning rays -- but it's also out of the breeze. A couple of big ol' fans can make quite a diff, though they would kinda blow the mist away. Hmm, another dilemma.

From the street, I'd be more lured by the name *Fat City* than by *The Quarter*. *The Quarter* sounds calm and maybe even (ugh) classy, whereas *Fat City* sounds fun. But we'll see how the signage goes and yada yada.

I'm sure they'll put a good effort into it -- if the whole place doesn't shut down and become City Hall or a homeless shelter or something.

No matter what, though, Fat City is now an official Hop. I wish 'em well!

Addendum: August

Gone. Didn't even make it till opening night. Morphed into yet another permutation. Be on the lookout for that Hop!