

It's all about personality

One of my favorite lines from a movie is this one, from Pulp Fiction:

"A pig's got personality. Personality goes a long way."

-Jules Winnfield (played by Samuel L. Jackson)

It seems the folks at Spike TV's Bar Rescue didn't think personality went a long way when they remade Silver Spring's Piratz Tavern into the very generic Corporate Bar and Grill. As I commented here on the blog, I didn't give the corporate makeover good chances of succeeding, and apparently neither did Piratz Tavern's owners. The Washington Post is reporting today that the bar's owners, Tracy and Juciano Rebelo are getting rid of the makeover and re-launching Piratz Tavern today.

The Washington Post article says this:

The bigger problem, however, was the tavern's new identity, designed to attract Silver Spring's corporate worker bees. The new place seemed to do just the opposite: It became a cruel joke among a number of locals.

After reading the article, I have concluded that the Bar Rescue team did have some genuine concerns about Piratz Tavern (to do with management style and food quality) but that their solution eliminated the only thing that made Piratz Tavern stand out—its personality. Remember, personality does go a long way.