

## Struggling Fairfield bar gets a TV makeover

**FAIRFIELD** — Owner Barry Rogers knew his Win Place or Show Sports Bar on Dixie Highway didn't live up to its slogan: "A Sure Bet For A Good Time."

He needed help. He needed a "Bar Rescue" from the popular Spike TV makeover series that started shooting there Monday.

"I'm a big fan of the show," said Rogers, 43, of Fairfield Township.

"I approached them (producers) last summer. We're a new, struggling business. We've made some mistakes along the way. We wanted to know why where we're failing."

Rogers and his partner, Dave Marcum (also known as musician Rudy Garcia) didn't know the 30-person TV crew was coming until host Jon Taffer walked in the door of the bar at Ohio 4 and Mack Road Monday.

And they got an earful.

"I've heard tons about what we're not doing right, and what we could do right," Rogers said.

"The first 36 hours he's very tough on you. He wants to open your eyes to accept

change."

Standing at the bar Tuesday afternoon, Taffer, a national restaurant consultant for 30 years, said bartenders "get an 'F' for giving away \$600 of liquor" one night.

"I've got it all here – every bottle, every ounce, every dollar," said Taffer, holding a spreadsheet.

Jason Bran, one of the show's experts, started a training session with four bartenders by saying their "cocktails weren't so great" when sampled Monday.

None of the four employees – Courtney George, Traci Marcum, Amber Glacken, Laura Hooker – mixed the same drink the same way, he said.

"This is going to be hard. But you've got to learn a lot in a very short time," Bran said.

Lots will change, based on the "Bar Rescue" makeover last week at the former Black Sheep bar in Cheviot (now called the Public

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House Bar & Grill). Both local episodes will air this summer.

For the filming, producers covered all beer brand logos and signs with tape. They even covered "Heinz" on every ketchup bottle.

By Friday night, Taffer's team will change the menu, décor and name of the bar, which had operated for years as Charlie's Throttle Shop. (This Win Place or Show Sports Bar is no longer affiliated with the West Chester Township location on U.S. 42 with the same name, Rogers said.)

"We want them to give us a niche. We want an item we can specialize in, that would make us different from all the other places," Rogers said.

"We want to be known for something – other than being on 'Bar Rescue,' " he said.

The public is invited to see the remodeled restaurant during filming at 8:30 p.m. Friday.

"It will be business as usual come Saturday, but we don't know what we'll be called. They're going to rename us," Rogers said.



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From left, mixologist Jason Bran and assistant director Dave Massey get some directions from Glenn "GT" Taylor before taping a training session with the bar staff at Win Place or Show in Fairfield. / The Enquirer/ Tony Jones

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