

Tequila Cowboy Tastes Success with Unique Eatery Atmosphere

Written by Australian Business

NASHVILLE, TN, September 13, 2013 /24-7PressRelease/ -- [Tequila Cowboy](#) is passionate about drawing in an eclectic crowd, therefore promoting a recent [article](#) in The Huffington Post regarding how to keep a restaurant thriving as a hotspot in the community. The article spotlights Michael Chernow, co-owner of The Meatball Shop, who operates what he calls a "single-focused food-item concept," attracting several diners through customized orders. Chernow acknowledges four factors of success for any restaurant or business, which is to "Keep it simple and stick to it. Hire a good publicist. Tell a story with an experience and treat the staff like gold." By keeping it simple, the report adds that an owner can more easily focus on ensuring that all components of the business operate smoothly, and that the product or service is right.

The team at Tequila Cowboy concurs with this advice, adding that it is important to clearly define the restaurant's identity to consumers. "At Tequila Cowboy, we offer a unique adventure full of fun for individuals of all ages," said a representative. "We serve up southern hospitality at its finest, and we make sure all guests are enjoying not just the food, but the overall dining experience." The restaurant and bar wins the attention of both local residents and tourists, supplying guests with the opportunity to enjoy top musical acts and access to private party areas. The beloved hotspot even has a mechanical bull, fondly named "Tornado," that brings the restaurant to life and gives the bar character.

"Tornado was featured on the TV show 'Nashville,'" said a staff person. "We often receive that kind of publicity because Tequila Cowboy has such a distinct, strong personality. That personality does not just end with the country and rock and roll decor - the restaurant establishes a strong food identity as well."

As for getting the word out and telling a story as a restaurant, Chernow emphasizes that this advice is not about beating customers over the head with the establishment's history. "The story is the experience," he said. "You want to grab people from the minute they walk in the door to the minute they leave. You want them to be able to tell the story of what they did at your place."

The staff at the reputable restaurant in the heart of music city earnestly concurs, noting that it is imperative to make the story worthwhile from start to finish. "The restaurant's focus on experience and identity is undeniable," said a staff person.

"We create an atmosphere of country fun that is contagious for everyone. We strive to foster community in this place, especially as a music venue. All capacities of the restaurant are created to engage guests and to set a foundation for quality food and a fun, lively environment."

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Tequila Cowboy extends excellent top-Nashville talent and stands out from average honky tonk in the area.

ABOUT:

[Tequila Cowboy](#) is a favorite bar and grill among local residents and tourists in Music City. The restaurant is conveniently located on the famous Broadway, featuring legendary and up-and-coming musical acts and high quality entertainment. The venue extends a variety of services and food specials, while also catering to private parties and people of all ages. The full-service restaurant draws in a diverse crowd with a state-of-the-art sound system and other high end amenities. Other entertaining features include HD televisions, a large dance floor, private rooms for parties and a karaoke system next door.