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Friday, November 6, 2009

San Francisco's Palio drinks in happy hour success

Eatery finds new strategies to lure after-work crowd

San Francisco Business Times - by [Sarah Duxbury](#)

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Daniel Scherotter is cooking up ways to make the independent restaurant business pay off for **Palio d'Asti**, his financial district restaurant.

MEDIA



The recession and high costs to do business in San Francisco have made a tough industry tougher, and Scherotter's current strategy boils down to two words: Happy Hour.

While the 19-year-old restaurant may lack the sex and sizzle of the hottest new spots in town, Palio has focused on making its happy hour happening — playing up the free wood-oven pizza, moving the action from the interior bar to the street-side front room, offering attractive drink specials — and happy hour sales rose 150 percent in 2008. They are up another 150 percent this year, Scherotter said.

Revenue hit \$4.3 million in 2008, up 20 percent over 2006. It's on track to grow to \$4.5 million in 2009.



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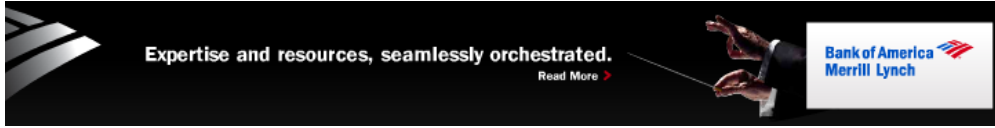
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