

## Welcome to the Jungle: Preparing for an Epic Summer

April 7, 2025

Ah, summer—the season of sunburns, questionable fashion choices, and a spike in your bar’s foot traffic. Buckle up, because preparing your bar for an eventful summer is about to get as serious as deciding what cocktails to feature in your signature “We’re Still Open” drink menu. Here are some steps to ensure your bar goes from “That Place” to “The Place” this summer.

### 1. Revamp Your Menu—Make It Instagrammable!

First things first, the menu needs a glow-up. Think fruity cocktails that look like they belong on a beach vacation rather than your sad office coworkers’ Zoom backgrounds.

Pineapples? Check! Umbrella drinks? Double-check! If it doesn’t come with a fun name or a ridiculous amount of garnishes, is it even worth serving? Consider adding a “Summer Fling” cocktail that might just get customers to flirt with you (or the server) instead of each other.

Provi has created [this ultra in-depth, revenue-minded guide](#) to adding cocktails to your menu. This is a great resource for anyone looking to explore menu alterations.



### 2. The Power of Social Media—Or How to Pretend You Know What TikTok Is

Let’s face it, if you’re not on social media, do you even exist? Create buzz around your bar by posting tantalizing photos of your drink specials and “the most Instagrammable wall” in town (which, by the way, you can totally paint a sunset mural on if you have too much time and a questionable taste in art). Transform your outdoor area with strings of fairy lights or lanterns. These twinkling

embellishments create a cozy, inviting atmosphere, perfect for those summer evenings. You can find affordable options at most home goods stores. Just remember, if the lights flicker, it adds character—call it a “vintage vibe.” Bonus points for adopting the latest TikTok

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trends. Don't be surprised if your "Bartender Does the Renegade" video goes viral. Just remember, be careful—the last thing you want is a viral video of someone slipping on spilled cocktails.

### 3. Host Events—Bring Out the Party Animals!

Summer is a time for gatherings, and you need to be the ultimate social hub. Host karaoke nights, trivia contests, or even a "Drunk History" storytelling evening where patrons drunkenly recount historical events they definitely didn't pay attention to in school. People love to relive their college glory days, including the regrettable choice of dressing up as historical figures. Just make sure you have enough napkins to hide the tears when they realize their "Alexander Hamilton" costume looks more like a lost member of a 90s boy band.

### 4. Spruce Up Your Space—The Great Outdoor Adventure

If you have outdoor space, now's the time to unleash your inner garden gnome. Set up picnic tables and string lights—you know, the quintessential retro décor that makes even the most anti-social folks feel like they're suddenly part of a fairy tale. Customers will flock to your bar, thinking they've accidentally stumbled into a romantic comedy set. And remember, a clean patio with ample seating can distract from any forgotten crumbs from last summer's "All-You-Can-Eat Nachos" night.

Instead of purchasing brand-new furniture, give your existing tables and chairs a facelift. A fresh coat of paint or a fun stencil design can totally change the vibe. If you're feeling artsy, consider upcycling old pallets into rustic furniture—Instagram will love it, and so will your budget. Check out some examples from one of our favorite accounts: [MVP Happy Holler located in Newton, IL!](#)



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## 5. Pop-Up Events—Welcome to the Jungle!

Consider hosting pop-up events featuring an eclectic variation of talents, grub, local musicians, food trucks, or even art displays. This attracts a crowd and enhances the outdoor ambiance without any permanent change to your setup. You get to showcase local talent while keeping your space lively.

## 6. Staff Training—The Skillful Art of Juggling, Literally

Your staff is your backbone, and by the end of summer, they'll be able to juggle both drinks and customers simultaneously (or at least they'll need to!). Host a training session that focuses on mingling with customers, taking orders correctly, and the fine art of karaoke. Bonus tips: Encourage them to rotate their playlists to avoid the cringe factor when every tenth song is "Sweet Caroline" for three months straight.

Prepare your bar for an eventful summer with a mix of humor, creativity, and a dash of craziness. After all, every sip taken at your place should feel like a mini-vacation, and with these steps, you'll be well on your way to making your bar the go-to spot for summer shenanigans. Cheers to that!

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