



## ROADHOUSE IN ANGELES

Our "Bar Hopping Guide" at Angeles City has reached "Roadhouse" on Field Avenue, near the Main Gate to the former US Air Force area, now the international airport.

**Roadhouse:** One of the most unique bars in Angeles City. Literally transported piece by piece from Ermita in Manila, Roadhouse was one of the first bars to open after the volcano outbreak of Mount Pinatubo. The staff is efficient and friendly and they have the best rock and roll video collection and sound system in town. "I've been in the place at least a dozen times. It's a miserable bar with old music played too loud. The lineup is small, 7 dancers on stage and 7 off". "Biggest disappointment was Roadhouse. This used to be my favorite in all of AC but they didn't have too many girls the

night I went and the 'robot' dancing they do has gotten old over time. The bar being between the customer and the stage also kills any verbal interaction with the dancers."

"Has gone down hill! The girls seem to think that they are doing you a favor by sitting down and talking to you", "I really don't think you go to the Roadhouse for the girls. Most people go there to drink with Mark and not get hassled for lady's drinks". "The dancers are more than stand-offish. They're downright stuck-up lately. They think it's a privilege for you to have their company or bar fine them. I'll spend my money elsewhere. Not a bad place for a hang-out and a beer". "Roadhouse has several advantages. Firstly it is unique in AC; there is no other place like it in AC or in the

Philippines. Love it or hate it that is a fact. Secondly, because it is run according to certain



standards and because certain rules are enforced this means that you are less likely to get any hassles or game playing from the girls, staff, etc. Thirdly, the customer always knows what to expect from a visit to

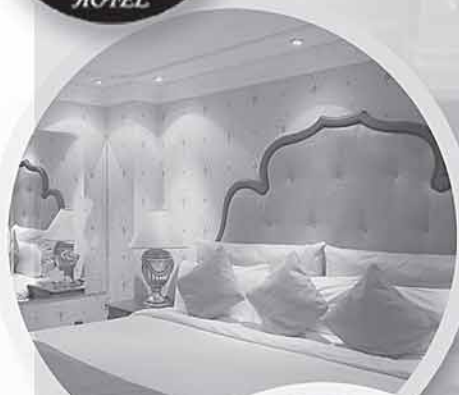
Roadhouse. Many customers appreciate this bar's consistency.

Fourthly, Roadhouse plays music for the customers not for the girls. Of course being from a younger generation the girls cannot really relate to the music so they have developed the line dancing or synchronized dancing (as it is sometimes called) routines. Whether you like this dancing style or not is merely a matter of personal taste. Fifthly, when the girls are bought a drink they

will often stay dancing then come down and thank you later. There are a number of reasons for this not the least of which is that they do not have an abundance of dancers as in some other bars so the girls will often choose to finish their 'set' before coming down to talk to you. This way the stage stays active. Often they will wait for you to physically call them down. Doing it this way ensures that there is never any unwarranted pressure to buy ladies drinks. The down side of this is that the girls can sometimes seem aloof but in my experience 'seem' is the operative word here. When you get to know them a little bit, Roadhouse girls are anything but aloof. Sixthly, the emphasis in Roadhouse is on drinking and partying on with the boys,

whereas in other bars it is on the attainment of female companionship. Of course Roadhouse offers female companionship but the emphasis is not placed here. Roadhouse is a drinking bar. In short, Roadhouse is unique and it has carved out a definite market segment. Not everybody likes it but as the old saying goes 'you can please some of the people some of the time but not all of the people all of the time.' For every 1 person who doesn't like it there seems to be 2 who do, that is why it is one of the most visited bars in AC. Also a lot of the guys with money to spend tend to gravitate to Roadhouse. The so called 'big spenders' like the atmosphere. Roadhouse has been there for quite some time, it has developed a loyal following of guys who love the bar and spend good money there. Lastly, there is also a high level of loyalty amongst the girls. Roadhouse 'is what it is' and always will be. The rest is up to the customer."

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