

# Single Patrons, Double Sales

Teaming up with Steve Fox of Steve Fox Social proved to be quite profitable for 201 Supper Club in Englewood, NJ.



## SUPPER CLUB

“He called us and wanted to do a party,” Owner Michel Bittan says. “We gave him the day of the week we are not open.” Bringing in a revenue stream on an otherwise profitless day was helpful to the overall books, but there was an even greater cause at work. Steve Fox’s parties help to bring together professional singles in a safe and friendly environment to have cocktails and light conversation. “It was very successful,” Bittan says of the several hundred guests who showed up for the evening. The Moroccan décor of the 201 Supper Club lent the perfect backdrop, and Bittan says the night also brought in a fair amount of fresh faces. The club’s staff served its signature Sangria, and at the end of it all, Steve Fox took home the \$20 door fee- but the bar did keep a substantial profit from the bar sales.