

Amherst, New York

**Owner / Client:** Hooters Restaurants

**Area:** NA

**Cost:** NA

The Hooters Restaurant in Amherst represented the first venture into Western New York for the national chain. Following the traditional Hooters theme of a casual, beach-style restaurant, this venue features the standard open kitchen, bar, and televisions broadcasting sporting events.

Patrons can relax in either traditional booth seating, at the bar, or at the outdoor patio while enjoying the laidback, boisterous, “delightfully tacky, yet unrefined” atmosphere created by the staff and echoed in the interior décor. An open kitchen and accessible service stations facilitate more efficient and personalized service. The flexible dining area allows for larger groups of patrons as well as more private parties.

The exterior follows the traditional Hooters façade, complete with the familiar signage featuring the owl logo.

The casual dining experience is enhanced by the gleaming wood and sport theming. Custom millwork is integrated into the overall interior scheme and used to market logo attire and souvenirs, while the outdoor patio provides a seasonal extension for relaxed drinking and dining.



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