

Esquire

Doyle's Public House – Tacoma, WA

By Joe Oestreich



You're Having: Jameson

The Guinness-created Website, www.irishpubconcept.com, offers prospective entrepreneurs a "prescribed business model" for recreating "the authentic atmosphere of a true Irish pub." Although Doyle's sells enough Guinness to fill Puget Sound, it makes no claim to Irish authenticity. "If you're looking for an *Irish* pub," Russ, the co-owner, says, "fly to Dublin."

Still, with its exposed brick walls and wooden ceiling trusses, Doyle's is a heck of an inviting pub -- Irish or otherwise. On weekends, hungover soccer fans belly-up at 6:00 a.m. to catch the English Premier League matches, and during baseball season, the regulars cheer for the Red Sox. Doyle's dabbles in sports, but let's be clear: Drinking is priority number one. The tattooed and distinctly un-Irish bartenders pour jaw-dropping quantities of Jameson whiskey, as evidenced by the 250-odd bottles running the length of one wall, all emptied in the 217 days since St. Patrick's Day. Yes, Doyle's falls short in several of Guinness's "Critical Success Factors," winning formulas like: *Irish Staff + Your Irish Pub = An Authentic Irish Experience*. The business model working here is the understanding that authenticity can't be downloaded.