



# CURSED ISLE **TIKI BAR**

Coming to Los Angeles in 2022!





## WHAT IS CURSED ISLE?

Cursed Isle Tiki Bar is a new bar opening in Los Angeles, California in early 2022. A mid-sized bar, Cursed Isle's objective is to revamp the concept of the tiki bar, which has declined in popularity in the 21st century. Many tiki bars come across as being tacky and kitschy; Cursed Isle's goal is to portray itself as an updated and contemporary version of the traditional tiki bar that most are familiar with, while still maintaining many of the aspects that make tiki bars so enjoyable, such as tropical drink choices and an ambiance that makes visitors to the bar feel as if they have just stepped foot onto an island in the middle of the Pacific Ocean.

Cursed Isle's audience is located throughout Los Angeles, so in order to best serve them, Cursed Isle will be located in Culver City, which is centrally located in relation to many different neighborhoods such as Santa Monica, West Hollywood, and Downtown. Its location will play a key role in the bar's popularity; by being in the center of LA, it will be easier for people to travel to the bar, even if it isn't in their neighborhood. Culver City is up-and-coming, and popular amongst young adults.

Margatiki



Let's Have a Tiki



Pirate Pina Colada

