



Samantha & Steve Sartori: Sunday night is Wii night at the Avon

East & West Midlands

The Avon, Avon Bassett, Warwickshire

Entertainment accounts for a quarter of the business at the Avon and most is down to Friday nights, when bands squeeze into a tiny corner of the pub.

Enterprise Inns tenants Steve and Samantha Sartori decided to build on the success of the weekly sessions when they took on the pub. Steve remarks: "When we came, the Friday live-music night was about all the pub had going for it. The food sales were flat and the wet side wasn't that good either. We knew we had to do a lot more."

Now, there are cocktail nights

when all the staff dress up in fancy costumes, Morris dancing, DJ-led music for special events such as St Patrick's Night, Hallowe'en and Christmas, clairvoyant evenings and barbecues, plus sing-along sessions around the piano.

The traditional Burns' Night is already sold out for 2010. The Avon is also at the heart of an annual soap-box derby, when home-made contraptions hurtle through the village at speeds of up to 40mph.

Sunday evening is Wii night when customers try their hand at the latest computer games.