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Friday, November 7, 2008

Table Talk

# Dale Earnhardt Jr. sees an opportunity to grow bar business

Charlotte Business Journal - by [Erik Spanberg](#)

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**Dale Earnhardt Jr.** wants to take a shot at growing **Whisky River**, his successful Queen City nightclub, into a chain of bars.

“We’ve got a good opportunity to see some growth here and take it and make it more nationwide,” the NASCAR star tells *TT*. “I hate to use that word because it’s a little larger than we’re thinking right now, but there’s a possibility for that.”

The bar became an instant hit upon opening at uptown’s EpiCentre in April. “I know it’s been only eight months, but these things really do have a short shelf life sometimes,” Earnhardt says.

No timetable for the expansion has been set, but discussions are under way. Earnhardt declines to name target cities. The bar is modeled on an informal nightclub the driver had in his basement. It melds country, rock and pop themes, with no overt NASCAR influence to be seen.

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