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South Williamsburg's newest bar goes for the gold, but is it a lasting winner?

By **Jessie Pascoe**
Metromix
April 23, 2008



Photos:



It was only a matter of time before Broadway became touched by the Williamsburg service wand. First came **Moto** in 2002, followed by **Yoko Devereaux** and now **Trophy Bar**. Owned by the team behind **Stay Gold Gallery** (Farika, Mandy Misagal and James Rowe), Trophy Bar gives South Williamsburg residents a neighborhood watering hole with inventive cocktails, vintage jukebox tunes, a spacious backyard and retro accents—ingredients they're hoping will be the recipe for a long shelf life.

Placing emphasis "on music, design and the nascent South Williamsburg community" (or so their Web site proclaims), Trophy Bar hopes to become a "unique nightlife destination" in the area. For those who fear Bedford Avenue déjà vu, relax. The elevated JMZ subway gives this street an urban edge muted only by the family-oriented tranquility the nearby Hasidic community brings. In other words, we don't think you'll see an American Apparel sprouting up (too) soon.

Drinks: An evolving work in progress, the cocktail menu is full of creative mixtures with competition-minded monikers like the "Clean and Jerk" (Makers Mark, lemonade, ginger and club soda, \$10), the "Loving Cup Cosmo" (Absolut Citron, Cointreau, pomegranate and lime juices, \$10), and the yet-to-be unveiled "Best in Show" (Saint Germaine, champagne, a splash of lime). Or settle for one of eight draughts (Guinness, Hoegaarden, Stella Artois, Victory Prima Pils, Hennepin, Brooklyn Lager, Lagunitas IPA and Six Point Righteous Rye) which are all \$3 during happy hour.

Food: Like their developing drink menu, Trophy Bar is in the process of working out their food options. One thought is to prepare grilled sandwiches in the back prep area. However, "we don't want to ruin that dance-party feel," confessed co-owner Mandy. Hmmm...to dance or eat? Tough call.

Digs: A former floral shop, the made-over space doesn't reinvent the new Brooklyn bar look or feel, but we happen to like exposed brick, subway-tiled bars, spacious back patios and that new leather smell from the comfy booths, so we have no objections.

Crowd: Like the bar itself, the crowd gives off a typical Williamsburg look: young twenty- and thirtysomethings aiming to look cool without looking forced. In other words, if you think a L.A.M.B jacket is a jacket actually made of lamb, you might not fit in. (We actually overheard a confused exchange about that).

Sounds: Aside from the seasonal patio, the pièce de résistance is the vintage neon vinyl jukebox currently stocked with soul, funk, '80s and classic rock 45s. Hoping to take advantage of the "vinyl freaks" in the area, owner Farika wants to rotate the selection with picks from patrons' own record collections.

Net results: what folks are saying online

[Thrillist] "The low-lit, subway-tiled space sports a DJ booth, a 50s-era jukebox stocked with actual 45s, and a backyard sculpture garden."

[Down By The Hipster] "Will feature a carefully curated jukebox, live DJ sets and the like. Official address is 351 Broadway, right underneath the J Mofo Z."

[Paper] "Brooklyn's newest late-night hideaway and the opus of the trio behind StayGold Gallery."

Trophy Bar

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