

Quality Over Quantity: How Punch Bowl Social Maximized Entertainment Across Locations

Most entertainment studies brag about doing more shows. This one is about doing better ones and what happens when a seasoned programming director teams up with the industry leader in hospitality entertainment.

The Challenge: When Volume Isn't Working

Punch Bowl Social: the national eatertainment brand combining gaming, dining, and craft beverage across major U.S. markets hit a wall familiar to every multi-location operator. As consumers shifted, hyper-frequent live performances across their locations were no longer delivering the ROI they once did.

The instinct in hospitality is usually to cut entertainment entirely when budgets tighten. Punch Bowl Social asked a better question: *what if the problem isn't the spend, but the strategy?* They needed every entertainment dollar working strategically without sacrificing the guest experience that defines the brand.

The Strategic Shift: Fewer Shows, Bigger Moments

When GigFinesse initially partnered with Punch Bowl Social (PBS), we brought **structure to a high-volume booking plan**. When the brand wanted to shift, we were there to help reshape programming around a simple principle - quality over quantity. Instead of filling calendars for the sake of filling them, the focus shifted to fewer, higher-impact performances matched to what each location's guests really respond to.

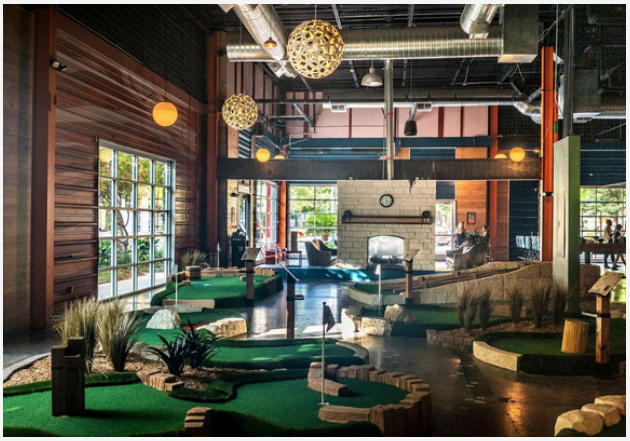


That meant building a dynamic mix across every location:

- **Seasonal tentpoles**: "Galentine's Day DJs," "Mother's Day Live Sets," and holiday programming timed to when guest intent is already high
- **Recurring formats that compound**: themed trivia showdowns and music bingo nights that build weekly regulars, not one-time spikes
- **Specialized talent curation**: performers matched to venue, format, and audience rather than booked on availability



GigFinesse builds and runs live music programs for hotels and hospitality groups nationwide, from single-outlet lounges to full-property curation. If your space has a story worth soundtracking, let's get started!



How It Worked: One point of contact, in both directions

GigFinesse initially collaborated with individual General Managers, but reported to corporate. However, when PBS brought on a seasoned Director of Programming, it streamlined communication, allowing the GigFinesse team to report directly to a single point of contact. Every Punch Bowl Social location, from Austin to Chicago to Denver, was centralized into one dashboard. The result? The Director has full national visibility, no patchwork of local booking relationships to maintain, no dense accounting and procurement processes to follow, or endless A&R done across every market.

By streamlining processes for both recurring and specialty events, **GigFinesse lifted the internal operational weight of entertainment**: including sourcing, follow-ups, and day-of logistics. This efficiency prevented the Director from needing to hire additional staff, saving the division significant overhead costs.

"Polite, timely, and incredibly engaging! Working with GigFinesse is seamless, and the performers are a perfect fit."

- Becky H, Director of Programming

The Pinstripes Test: When Infrastructure Becomes an M&A Asset

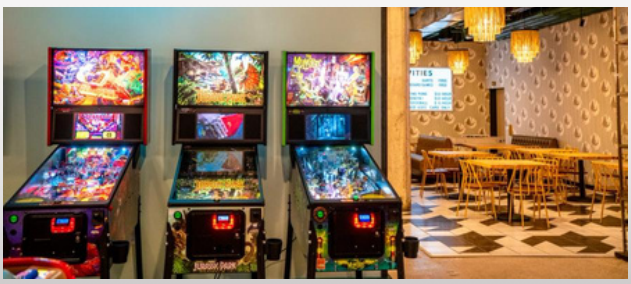
Last year, Punch Bowl Social acquired Pinstripes - the upscale dining, bowling, and bocce concept. While Pinstripes' locations continue operating as a standalone brand, they now have access to PBS tools including GigFinesse.

Here's what usually happens with an acquisition: the acquirer inherits a patchwork of local contacts, half-documented vendor relationships, and programming calendars that go dark during the transition-exactly when guest confidence matters most.

Here's what happened instead: Because Punch Bowl Social's entertainment infrastructure already ran on GigFinesse, we were able to fully capture all locations' event calendars, discuss programming goals, and begin the booking process with one 30 minute call. In less than 30 days, we were able to onboard all 8 properties, while executing a nationwide Cinco de Mayo event. Since then, we have orchestrated multiple portfolio-wide initiatives and have fully integrated into their public calendar system, allowing for seamless promotion of all programming. Check out their current calendar of events!

The Takeaway

Punch Bowl Social pivoted from quantity to quality, reduced costs, and overhead, while keeping the entertainment operation portable enough to extend across an acquisition on day one. For multi-location and growth-stage hospitality brands, that's the real headline: **entertainment programming, done right, scales with your business instead of slowing it down**.



Running a multi-location brand or integrating one? See how GigFinesse centralizes entertainment across your entire portfolio.

GigFinesse