



LIVIN' LONG

WITH ANTHONY ARMSTRONG

KNOWN AS 'FREDDY' TO SOME, ANTHONY ARMSTRONG IS THE LONG-TERM MANAGER AND FACE OF THE STRAND'S ICONIC, MUST-VISIT LONGBOARD BAR & GRILL. NOW PART OWNER OF THIS FRESH AND VIBRANT ATTRACTION, ANTHONY KNOWS A THING OR TWO ABOUT LIVIN' LONG.

"Good food and great company go together like beer and wings" and if you believe this is true, then you are in luck because these are a few of Longboard's favourite things (particularly the 'good food' and great company' part)!

It can be said that the relaxed atmosphere of Longboards enhances everything that Townsville has to offer. Our many guests can attest to the attentiveness of our staff and the quality of product being delivered. We certainly try to open new guests' eyes to exciting, new and wonderful foods and flavours, each and every day. The chefs at Longboard Bar & Grill are big fans of mixing up old favourites with some new tastes - and one of our goals is to use food to bring back a relaxing balance to any hectic lifestyle.

In this day-and-age of constant connectivity and instant social media updates, we want the people of Townsville to come to Longboards and unwind with friends. There really is nothing quite like sharing food and drink, to bring out the best (and let's be honest, sometimes the worst) in any friendship group!

Enjoying the people you are with (not the ones living in your phone), is something of a mantra we at Longboard Bar & Grill want to live by. We have noticed that the single biggest nuisance when it comes to a good time at the dinner table is when the phone comes out to play (according to the statistics that I made up in my head just then). When it comes to sharing a meal, the last thing diners need, is to be constantly bombarded with texts, phone calls and emails. Be they work calls or social, they can destroy an otherwise picture-perfect moment.

If I could confiscate phones on guests' arrival and just let people enjoy the picturesque view that comes as a side with a sensory-overload of flavourous food, I would. This is not to say that there isn't a peculiar sense of enjoyment that comes with seeing my Facebook or Instagram newsfeed light up when a customer has enjoyed their meal so much that they have shared it with all of their friends. But while these apps can be wonderful tools for instant constructive and/or positive feedback, they can also be used in a mean-spirited manner (I'm looking at you, *Trip Advisor*), and this can also seriously hurt a business.

At Longboard Bar & Grill, our ultimate goal is to spoil our guests so much so, that they walk away fulfilled. Fulfilled not only with the food and drink, but also the experience ... and if that means the customer has some more highlights in their Facebook slideshow, then we guess then, that alone is a little side-benefit!

Longboard life: It's nice to be important but it's more important to be nice!

