

Cashing in on Husky success

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- T.K.'s American Cafe in Danbury is a favorite spot among UConn fans.

If you want to know what the Huskies mean to Connecticut, ask Tom Kennedy, owner of T.K.'s American Cafe in Danbury. He started the bar's UConn fan club back in 1991 when coach Kevin Ollie was a player on the team.

"It's really paid off," he said. "Sales double on a night when [the Huskies] are playing. We will probably sell 5,000 or 6,000 wings tonight."



- The Facebook page for T.K.'s American Cafe in Danbury is decked out for UConn.

T.K.'s also has a loyal UConn fan base. Kennedy said he had to double his staff when the men played on Saturday, and he plans to do so again tonight.

"Some of our wildest nights at the bar have been UConn March Madness games," he said.

Other business that may not have such a long-standing UConn customer base, do put in a little effort to get the word out about viewing events.



T.K.'s American Cafe in Danbury shows Husky pride on Facebook.

Mahad Mah, an employee at the UConn co-op on the Stamford campus said since Saturday, he has noticed a spike in the sale of UConn gear. He said a lot of alumni have been coming in looking for clothing to show off their UConn pride in.

And according to Kennedy, fans are not letting their Husky t-shirts and hoodies go to waste.

"You couldn't move in our place Saturday. It was very loud and everyone was in their UConn gear yelling the UConn chants," he said. "And it was absolute bedlam when they won the game."