

# Local Food Innovators: Tropicana Social Club



When you step through the doors of Woy Woy's **Tropicana Social Club**, you really could be anywhere else in the world.

Described by owner / managers **Tim Stockton** and **Cate Stewart** as "*Blue Hawaii, meets Twin Peaks, meets Cocktail*", this calypso-kitsch pizza bar has become a must-see destination for boutique wines, craft beers, cocktails and classic tunes... and, of course, some pretty darn good pizza.

**Tropicana Social Club has certainly made its mark on the Central Coast food scene over the past few years, with punters coming from all over to try your pizza.**

## **What sets you apart from the rest?**

The appearance is probably its most unique element. We spent a lot of time working on the décor to create a step-back-in-time, tropical oasis.

It's like a calypso-kitsch, 1950s, Hawaiian departure lounge.

**We've read some stellar reviews from your customers, too. What do they usually highlight as their favourite thing about the restaurant?**

We make some pretty mean pizza pies, but I also think it's also our human touch.

The customer access to Tim and I makes it a pretty special experience; we've been front and centre of the restaurant since the day it opened.

**It's becoming more and more important to keep on top of the latest industry trends.**

**What innovations are helping you to stay a step ahead of the pack?**

We've implemented a QR ordering system at the restaurant, which has helped us immensely with staffing issues over the last few months.

It's also helped us to reduce the contact between staff and customers, so we can keep everyone as safe as we can.



The Central Coast community is a pretty tight-knit one, and particularly during the pandemic, we've seen businesses banding together more than ever before.

**Do you work with any other local suppliers or producers at the moment?**

Yes, we try and work with local suppliers whenever we can.

All of our pizza toppings and flour are from a small goods supplier in Gosford, we have some local beers on tap, and our seafood is also from a local supplier.

**What's been the biggest pandemic-related challenge for you?**

The ongoing uncertainty and unpredictability of staff getting sick, and customers feeling uncertain about dining out.

**Sounds like its a pretty common experience for lots of hospitality venues across the country.**

**And as we all (hopefully!) rebuild post-pandemic, what support would be most beneficial in helping you to grow your business?**

The biggest help for us would be a cooperative council that works quickly to help businesses grow! We've been sitting in a year-long queue just to increase our patronage and open up our patio section.

The patio was a necessity due to COVID-19, and our customers preferring to be in the outdoors, but it has been impossible to try and get that across the line.

Some help in marketing for small businesses who don't have the experience, or know how to reach their target audience, would also be beneficial.

**Final question: if you could get your crystal ball out for a second, where would you hope to see the Coast's hospitality industry heading in five years' time?**

I really hope to see lots more diversity in cuisine options and more intimate, boutique settings.

The Central Coast has so many bars and RSLs, and it's really hard to compete with that offering.



**FIND OUT MORE**

[tropicianasocialclub.com](http://tropicianasocialclub.com)

  @tropicianasocialclub



**Regional  
Development  
Australia**  
CENTRAL COAST NSW