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VT businesses prepare for World Cup frenzy

Jun 10, 2010 5:41pm

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(NECN: Anya Huneke) - Many people have been counting down the days until the World Cup gets underway in South Africa. It's a big event for soccer fans and sports focused businesses a like.

John MeslerMgr., Vermont Sports Grill "We're ready for some soccer action."

That's a widely shared sentiment with the World Cup set to kick off Friday.

Soccer fever is off the charts in host country South Africa.

But on the other side of the globe - in, say, Burlington, Vermont - it's pretty high, too.

John "We've got our huge World Cup banner coming up... it's going to be over the bar..."

Vermont Sports Grill has its 40-plus TVs ready for action... and its bartenders hard at work concocting World Cup cocktail specials...

Marcelo Rosa already has his hat on - and his flag at the ready-- making it clear where his loyalties lie.

He and Ana Montewka know the two words they'll be chanting over and over while they watch Brazil play on Tuesday.

But first things first. General Manager Eric Filkowski is planning his restaurant's hours around the dozen-plus games leading up to that one.

Eric FilkowskiGM, Buffalo Wild Wings: "We'll be open early each day- hopefully

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entertaining throngs of rabid soccer fans."

For the absolute die-hard soccer fans who don't want to miss a second of the games - even if they have to go - a good place to watch the World Cup might be 'Buffalo Wild Wings' in Burlington-- where there are even TVs in the bathrooms.

All the excitement is icing on the cake for Colt Whitaker and some of his classmates at Champlain College.

For two years they've been designing an online educational soccer game for kids that they're scrambling to launch worldwide- now.

Colt Whitaker Jr., Champlain College "The sooner we can get it to them in the World Cup, the better it'll hit with the fever pitch of the World Cup happening."

Fever pitch is right. The World Cup only happens every four years, so for that reason, everywhere in the world: "It's a big deal."

Tags: [soccer](#), [world cup](#), [restaurants](#), [Anya Huneke](#), [Burlington VT](#)


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Day 55

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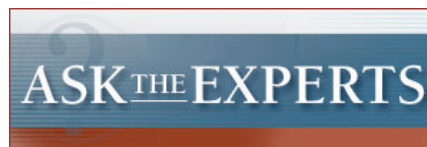


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