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talk™ magazine talks to Chris Canty, creator and quality control officer of [www.thehappiesthour.com](http://www.thehappiesthour.com), a site that has achieved cult status by listing the cheapest drink prices around Australia.

# THE HAPPIEST HOUR

## Why did you start the site?

Around two years ago, our 'local' suddenly stopped having happy hours, and a friend and I had no idea where to turn. So we started the site mainly for the classic tightarses of the world, students and backpackers. But to our surprise, it's the inner city office workers that have lapped it up – and who can blame them, I guess? Now we have over 3000 members and 300+ listed happy hours.

## You have also had your critics, haven't you?

In 2004, the President of the Australian Hotel Association bagged us and said we weren't reliable (and there was no such thing as \$1 pots). The Herald Sun (Melbourne's paper) then followed us around on a Monday night as we showed them the \$1 pot venues marked on our site. That turned into a big (and cheap) night.

Also some nutter from the US even said our site was an insult to Edgar Allan Poe, who had a poem titled 'the happiest hour'. Strangely she did not respond when we replied 'you're an Edgar Allan Hoe'.

## What are your plans for the future?

Well... we have already satisfied our life's ambition by getting a write-up in Cleo magazine a few months ago. I haven't actually seen it yet, cos my

girlfriend is still reading the 'when your boyfriend doesn't pleasure you' article.

But we have just begun to design our own merchandise with slogans given to us by the public. We also plan on selling our own tightarse beer in the near future called 'Bitter Tightarse', and perhaps an SMS service for our members, telling them where they can get the best happy hour at a touch of a button. But saying that, we are tightarses and want someone else to pay for it all.

