

In Dining

Mason Street Grill aims for November launch



By [Jeff Sherman](#)
OMC Staff Writer

[E-mail author](#) | [Author bio](#)
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As OnMilwaukee.com first reported, The Pfister is prepping Mason Street Grill. It will be, a hotel news release boasts, a "classic American grill" with an open kitchen that will serve "creative, regional, American dishes reflecting the bounty and steadiness of its Wisconsin heritage."



The restaurant will serve lunch and dinner, seven days a week, and will have its own identity and entrance, on the north side of The Pfister building.

Mason Street Grill is being developed by a team of restaurant minds in the city, led by Pfister general manager Keith Halfmann, the driving force in the development of Blu and the Milwaukee ChopHouse.

Mark Weber, Pfister director of food and beverage and former owner of Watermark (he was also an executive chef at Bartolotta's Lake Park Bistro), and new restaurant manager Peter Donahue, former beverage director at Bartolotta Restaurant Group (and with experience at General Beverage and Gramercy Tavern in New York City), complete the triumvirate.

"The opportunity to design a menu featuring time-honored, traditional items with new, memorable twists, doesn't come along all that often," Weber said.

"Mason Street Grill is definitely a new chapter for the Pfister. It gives us the freedom to work independent of the hotel, while still providing the same level of excellent service and exquisite tastes."

Located on the corner of Jefferson and Mason Streets, the restaurant is slated to open in late November.

"We view Mason Street Grill as an incredible opportunity," said Halfmann. "From the diverse menu, to the timeless interior design -- we are inspired to bring something new, yet comfortably familiar, to the Milwaukee dining scene. Mason Street Grill will be that quintessential neighborhood restaurant, by which all others are measured."