



MEDIA ALERT

For Immediate Release

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TRIFECTA OF CHEFS SERVE UP CULINARY AND SERVICE EXCELLENCE AT MARCUS HOTELS' MILWAUKEE PROPERTIES

MILWAUKEE, Wis., January 27, 2009 –[Marcus Hotels & Resorts](#) has recently reorganized its culinary masterminds among the company's restaurants and hotels in Milwaukee.

Chef Mark Weber has been newly appointed as the executive chef of The Pfister Hotel, where he will continue to work his magic in the kitchen at the Mason Street Grill. Former Executive Chef of The Pfister, Brian Frakes, has been appointed executive chef of the Hilton Milwaukee City Center, home of the Milwaukee ChopHouse and Miller Time Pub. Chefs Weber, Frakes, along with InterContinental Milwaukee Executive Chef Robert Ash, will deliver culinary and service excellence as the "Trifecta of Chefs" for Milwaukee Marcus Hotels & Resorts.

"Whether it's creating a one-of-a-kind culinary concept or a distinct menu for a 1,000-person gala, our chefs have brought life to the food on every plate served throughout the hotels," said Marcus Hotels & Resorts Corporate Director of Restaurants Larry Flam. "Not only have our three Milwaukee chefs mastered their craft while heading up award-winning kitchens across the country, but they truly understand the standard of excellence we hold at Marcus Hotels & Resorts."

The newly appointed Executive Chef of [The Pfister Hotel](#), Mark Weber, has led the culinary team at Mason Street Grill since its inception in December, 2006, and will continue to oversee the kitchen. In addition, he will direct catering at The Pfister and is responsible for the hotel's other restaurants and lounges, including Café at the Pfister, Blu and Rouge.

With family roots in the food and beverage industry, including Pabst, Miller Brewing and French's Mustard, Weber began his career under European chefs at the Culinary Institute of America in 1985. Years later, he began to make his appetizing mark in Milwaukee, as corporate chef for the

well-known Bartolotta Group Restaurants. In working with Bartolotta, he became managing partner and led the culinary team of the city's nationally recognized French restaurant, Lake Park Bistro.

Before creating some of the most exceptional meals in Milwaukee at the Mason Street Grill, Weber took the reigns and opened Watermark Seafood, and earned a 29-point rating from the doctrine of national reviews, Zagat Guide.

“Executive Chef Mark Weber has been critically acclaimed for years in the Milwaukee restaurant scene,” said Pfister Hotel General Manager Joe Kurth. “His expertise and insight of the culinary world has enabled him to create some of the most exceptional meals found in the city. Given his former experience along with his endeavors to open his own restaurant, Watermark Seafood, I know he will bring much to the table.”

Executive Chef Brian Frakes, who formerly held the position of executive chef at The Pfister Hotel, will now be responsible for the entire food and beverage operations of the [Hilton Milwaukee City Center](#), which includes 730 guest rooms as well as the Milwaukee ChopHouse, Miller Time Pub and The Café.

Frakes' culinary experience includes cultivating plates for international A-listers at the prestigious Bel Age Hotel in Los Angeles and creating meals at some of the most opulent resorts in Florida, including The Boca Raton Resort and Club and Deer Creek Country Club, where he was voted one of the Top 10 Best New Chefs by the *Sun-Sentinel* in South Florida.

Shortly after returning to his hometown of Milwaukee, Frakes became instrumental in the 2006 launch of Mason Street Grill alongside Pfister Hotel Executive Chef Mark Weber. In 2006, Frakes was also the only executive chef honored and featured in the *Milwaukee Business Journal's* Forty Under 40 in 2007.

The third chef of the Trifecta is [InterContinental Milwaukee](#) Executive Chef Robert Ash. Since 2006, Ash has been overseeing daily operations of the 220-guest-room property, including restaurants and lounges Kil@wat, CLEAR and zenden.

Accredited in both the savory and pastry kitchens, Chef Ash has a diverse background that includes training at L'Ecole De Grand Chocolat in France and the International School of Confectionary Art in Maryland. His 14 years of experience include Executive Sous Chef and Concept Development at the esteemed Wynn Resort in Las Vegas. Prior to that, Chef Ash worked at Parian Restaurant in the Regent International Hotel and for Jean Louis Palladin at Napa Restaurant in the Rio Suites Hotel of Las Vegas. Ash also held top rank of Sushi Samba, with locations in Chicago, New York and Miami.

After being appointed executive chef of the InterContinental Milwaukee, Ash created a menu for Kil@wat that had no boundaries and reflected the complexity of tastes and depths of the palate. His mastery of the savory kitchen joined with the exactitude of pastry creation results in an unusual depth and richness that can only be known as Chef Robert Ash's cuisine.

“Together, these chefs are the Trifecta of industry leaders and the brilliant culinary minds behind the preferred upscale hotel brand in Milwaukee,” said Flam.

About Marcus Hotels and Resorts

Marcus Hotels and Resorts, a division of The Marcus Corporation (NYSE: MCS), owns or manages a distinctive portfolio of 20 hotels, resorts and other properties in 10 states. Based in Milwaukee, Wis., the company owns eight hotels and resorts, and is a third-party manager for 12 hotels, resorts and other properties. For more information about Marcus Hotels and Resorts, visit: www.marcushotels.com

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