



MEDIA ALERT

DRAFT for Review

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CAFÉ at THE PFISTER TO HONOR HEINEMANN'S GIFT CARDS

*Pfister to Survey Public to Determine Top 3 Heinemann's Dishes;
Winning Dishes to be Included on the Café's Menu*

MILWAUKEE, Wis., Jan. __, 2009 -- Miss the Grilled Coffee Cake at Heinemann's? What about the Jogger's French Toast? Or perhaps the Brewers in a Blanket? Fans of Heinemann's were deprived of these and other Heinemann's favorites recently when the 85-year-old restaurant closed the last of its three locations. Well, Heinemann's regulars may soon see those delectables on the menu at the Café at The Pfister.

The Pfister Hotel today announced two pieces of good news for Heinemann fans: 1) the Café at the Pfister will honor outstanding Heinemann gift cards during the month of February; and 2) the Café will add the public's Top 3 favorite Heinemann's recipes to its menu.

Perhaps as good of news for Heinemann's fans is that they can decide what Top 3 items they would like to see on the menu at the Café at the Pfister (except for the Baked Oatmeal, a recipe that Heinemann's would not share). The Pfister is conducting an online survey through Feb. 6 at www.thepfisterhotel.com

According to Joe Kurth, the general manager of The Pfister Hotel, "We were extremely saddened to learn that Heinemann's was shuttering its doors. The restaurant was an institution in this city, a gathering spot for so many friends and groups." He added, "We want to offer those Heinemann's regulars an alternative, a place where they will feel quite at home – our café at the Pfister."

Kurth went on to explain that the restaurant agreed to honor Heinemann's gift cards to help card-holders, as well as the restaurant owner, Peggy Burns, who was hoping to compensate people for those cards.

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CAFÉ at THE PFISTER TO HONOR HEINEMANN'S GIFT CARDS – Add One

According to Burns, “We are very excited to be partnering with another great Milwaukee institution, The Pfister, and so grateful our customers will have the opportunity to redeem their cards and still enjoy some of Heinemann’s favorite recipes at the Pfister Café.”

Each Heinemann’s gift cardholder can trade their card for a Café Pfister Card of equal value up to a limit of \$25.

“Our current menu is very popular among our regular patrons,” said Mark Weber, the newly appointed executive chef of The Pfister Hotel. “We believe that by adding these signature Heinemann’s items, we will win over the hearts of new customers and turn them on to some of our signature items, such as our housemade granola and use of all certified organic eggs.” Weber, who serves as executive chef of the Mason Street Grill, will now oversee the kitchen serving the Café at the Pfister, The Rouge and Blu.

Egg’s Benedict, Hopple Popple, and Corned Beef Hash?

The idea of letting the public choose what items they would like to appear on the Café menu appealed to Burns, who was planning to turn over those recipes to the Café at the Pfister once the final votes were in.

The Café at The Pfister serves breakfast and lunch, Monday-Friday from 6 a.m.- 2 p.m., and Saturdays and Sundays from 6:30 a.m. to 2 p.m. Reservations can be made at: 414-390-3878.

The Pfister Hotel has recently undergone a multi-million dollar renovation, continuing the historic tradition of grand elegance, gracious service and impeccable style it began 1893. A member of the prestigious Historic Hotels of America and Preferred Hotels, The Pfister has been named to Condé Nast Traveler’s Gold List of “World’s Best Places to Stay,” voted “World’s Best Business Hotel,” by Travel + Leisure, and awarded a Four-Diamond designation by AAA for the past 32 years. The 307-room landmark is located at 424 East Wisconsin Avenue, Milwaukee, Wis. For more information or to make reservations, call 414.273.8222 or toll-free 1.800.558.8222, or visit

www.thepfisterhotel.com

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