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PRESS RELEASE

Introducing Milwaukee Café & Bar – Meat. Cheese. Beer.

Restaurant at new Downtown Milwaukee Marriott to celebrate area's best; relationships with Usinger's, Wisconsin Milk Marketing Board and others to put the 'Milwaukee' in Milwaukee Café & Bar

MILWAUKEE, Wis. (September 21, 2012): The team creating the restaurant at the new [Downtown Milwaukee Marriott](#) today unveiled early details of its eatery, a contemporary urban tavern and dining room highlighting the hallmarks of Midwestern cuisine – meat, cheese and beer. *Milwaukee Café & Bar – Meat. Cheese. Beer.* will feature Wisconsin cheeses, locally brewed craft beers, Great Lakes seafood and heartland-raised meats, along with innovative partnerships with Milwaukee's own [Usinger's Famous Sausage](#) and the [Wisconsin Milk Marketing Board](#).

"Our goal is to bring a fresh, Midwest approach to dining in Milwaukee, creating a local institution that will attract not only hotel guests, but also everyone who works, lives and plays Downtown," said Carl A. Bruggemeier, founder of the CZH Hospitality Group, which is developing the restaurant in an exclusive relationship for hotel manager White Lodging Services Corp. Bruggemeier's hospitality experience includes work with such icons as Tavern on the Green in New York City, Commander's Palace in New Orleans and the Four Seasons and Ritz-Carlton hotel groups.

Milwaukee Café & Bar is working to build relationships with area experts in locally grown produce, Wisconsin dairy products and other offerings, Bruggemeier said. The hotel is already working with Usinger's Famous Sausage and the Wisconsin Milk Marketing Board to feature their local products in many of the restaurant's signature dishes.

"It's just great when you can work closely with people who are absolutely the best in the country at what they do," Bruggemeier said.

Milwaukee Café & Bar will be located on the north side of the Downtown Milwaukee Marriott, with its entrance, signage and expansive glass windows directly on Wisconsin Avenue. The restaurant, designed by Simeone Deary Design Group of Chicago, will incorporate wood, piping and decorative brick into the décor.

"Our mission from the start has been to make the Downtown Milwaukee Marriott a positive addition to our hometown," said Ed Carow, managing partner of hotel developer Jackson Street Holdings. "White Lodging, Carl Bruggemeier and CZH Hospitality represent the gold standard in the hospitality industry, and what they plan to bring to Milwaukee is truly exceptional."

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The \$54 million Downtown Marriott will front North Milwaukee Street and East Wisconsin Avenue and will incorporate a majority of the existing 19th century Wisconsin Avenue buildings that originally stood on the site. In addition to the restaurant, the hotel will have approximately 200 guest rooms and suites, meeting and banquet space and a full range of hotel services and amenities. Opening is planned for mid-2013.

White Lodging Services Corporation - was established in 1985 and is headquartered in Merrillville, Ind. White Lodging is a fully integrated hotel ownership, development and operations company – a recognized leader that has defined and cultivated the ability to achieve consistent, sustainable growth among mid-to large-scale hotels across the country. Its current portfolio consists of more than 160 hotels in 20 states and encompasses representation of the following leading brands: Preferred Hotels, Marriott International, Inc., Hilton Worldwide, Hyatt Global, Starwood Hotels and Resorts, InterContinental Hotel Group and Carlson Hotels Worldwide.

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