

June 4, 2020 22:49 UTC

The Pfister Hotel Reopening on June 8

Mason Street Grill and Well Spa + Salon also Reopening; Health and Safety of our Guests and Associates are a Top Priority

MILWAUKEE--([BUSINESS WIRE](#))-- Marcus Hotels & Resorts, a division of The Marcus Corporation (NYSE: MCS), will reopen the doors of The Pfister Hotel on June 8, 2020 with the introduction of its *CleanCare Pledge*, which ensures that enhanced cleanliness and safety measures are in place for its guests and associates. Owned and managed by [Marcus® Hotels & Resorts since 1962](#), The Pfister Hotel has been AAA Four Diamond rated for 44 consecutive years.

“The Pfister Hotel has long been a special place in the Milwaukee community, and it saddened us to temporarily suspend operations during this critical time,” said Michael Evans, president of Marcus Hotels & Resorts. “We are pleased to reopen our doors and welcome our guests and customers once again.”

In response to the COVID-19 pandemic, Marcus Hotels & Resorts has established the *CleanCare Pledge* that incorporates the best industry practices and protocols for cleanliness, sanitization, and operations of our hotels and restaurants.

Key elements of the *CleanCare Pledge* include:

- Introducing new processes and easy-to-use technology to create a low-to-no contact guest experience
- Incorporating social distancing into processes and various spaces
- Outfitting associates with masks and gloves, and making masks available for guests
- Enhanced cleaning and sanitization protocols that go beyond leading hospitality industry standards and CDC guidelines

“The health and safety of our guests and associates has always been a top priority,” Evans said. “As needs evolve, so will we, and so will our *CleanCare Pledge*.”

Beginning June 10th, the hotel’s acclaimed restaurant and longtime community favorite, Mason Street Grill, will be open for fine dining and libations, initially for dinner only with a limited menu. Additionally, weather permitting, patio dining will be available, and carry-out and curbside pick-up will be offered. The Well Spa + Salon will offer manicures, pedicures, haircuts, and hair treatments. Both Mason Street Grill and The Well Spa + Salon will incorporate the enhanced *CleanCare Pledge* standards of cleanliness and safety into the guest experience.

“We understand that after months of being restricted to home-based activities, many people are seeking a change of scenery and a return to the familiar. Our team of Pfister associates will be trained and eagerly awaiting the opportunity to create a healthy and safe experience for our guests that is free of stress and worry,” Evans said. “The historic Pfister Hotel is celebrating 125

years of welcoming guests to an experience unlike any other. That welcome will continue to evolve to meet the needs of our guests both now and for years to come.”

Milwaukee is the perfect destination to relax and enjoy beautiful lakefront beaches, kayaking, and other outdoor activities while sleeping in luxurious accommodations at The Pfister. Great things are brewing throughout Milwaukee, with amazing restaurants and bars, as well as Sculpture Milwaukee (www.sculpturemilwaukee.com) which will begin its fourth annual installation on June 8th. Please see www.visitmilwaukee.org to learn about other exciting things to do and places to explore in Milwaukee.

For more information or to make a reservation, please visit: <https://www.thepfisterhotel.com/>.

About The Pfister Hotel

At more than 125 years old, The Pfister Hotel is one of the oldest and most prestigious hotels in the Midwest and downtown Milwaukee. Originally opened in 1893 by businessman Guido Pfister, it was the most lavish hotel of its time. The hotel’s storied elegance had faded following World War II, until 1962, when Ben Marcus, founder of The Marcus Corporation, purchased this grand hotel out of bankruptcy. The Marcus Corporation renovated and restored the hotel to its original glory, adding convention facilities, a parking garage and 23-story guest tower. The Pfister Hotel is home to the largest collection of Victorian art of any hotel in the world, as well as an award-winning Artist-in-Residence program.

Today, The Pfister Hotel continues its tradition of gracious service and impeccable style and has been recognized by AAA as a Four Diamond property for 44 consecutive years. In 2019, The Pfister was recognized as a Top Hotel in the Midwest in Condé Nast Traveler’s prestigious annual Reader’s Choice Awards for the third consecutive year and was ranked the No. 1 Best Milwaukee Hotel by U.S. News & World Report. This exceptional property is a member of two prestigious hotel organizations, Historic Hotels of America and Preferred Hotels & Resorts. The Pfister Hotel is located at 424 E. Wisconsin Ave. in downtown Milwaukee. For more information, please visit www.thepfisterhotel.com and follow the hotel on [Facebook](#) and Twitter ([@PfisterHotel](#)).

About Marcus Hotels & Resorts

[Marcus Hotels & Resorts](#) owns and/or manages 19 hotels, resorts and other properties in the U.S. The company’s distinctive portfolio includes city-center meeting hotels, upscale resorts, historic properties, and premium branded and independent first-class hotels. Marcus Hotels & Resorts is an approved operator for all major lodging brands. A leader in the hospitality industry since 1962, Marcus Hotels & Resorts creates asset value for hotel owners through its expertise in management, development and product repositioning. This includes hotel food and beverage concepts developed by its [Marcus Restaurant Group](#), featuring premier brands such as Mason Street Grill, ChopHouse, Miller Time® Pub & Grill and SafeHouse® Restaurants. For more information, please visit: <http://media.marcushotels.com> and follow the company on [Facebook](#) and [Twitter](#) ([@MarcusHotels](#)).

About The Marcus Corporation

Headquartered in Milwaukee, [The Marcus Corporation](#) is a leader in the lodging and entertainment industries, with significant company-owned real estate assets. In addition to its lodging division, its theatre division, [Marcus Theatres®](#), is the fourth largest theatre circuit in the U.S. and currently owns or operates 1,110 screens at 91 locations in 17 states under the Marcus Theatres, Movie Tavern® by Marcus and BistroPlex® brands. For more information, please visit the company's website at www.marcuscorp.com.

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