



THE TRADE HOTEL MILWAUKEE IN DEER DISTRICT ANNOUNCES RESTAURANT CONCEPT, HOISTS 4,500 LB PIZZA OVEN TO 9TH FLOOR

*NCG Hospitality and Food Fight Restaurant Group Partner to Announce Highly
Anticipated Ninth Floor Restaurant Opening in Spring 2023*



Image Credit: Kevin Harnack & Findorff

MILWAUKEE (September 27, 2022) — NCG Hospitality, a leader in real estate development, and hospitality management, announced yesterday the restaurant partner and concept for the ninth-floor restaurant located atop The Trade Hotel. Joined together with Food Fight Restaurant Group and leaders of the Milwaukee Bucks and Deer District, NCG Hospitality hoisted a 4,500 lb. stone hearth pizza oven to celebrate.

Il Cervo (/il 'tʃer.vo/ pronounced, “il *chair*-vo”), which means “the deer” in Italian, will serve classic and original interpretations of traditional Italian food and drinks. Among the fare they plan to bring to the menu, patrons will find options like dry-aged steak served Florentine style, butter-poached lobster, grilled whole fish, hand-rolled pasta, fresh-made ricotta and mozzarella and, of course, hand-stretched sourdough pizza that will be fired over a four-inch-thick stone hearth.

“With The Trade Hotel, our focus is to add to the fabric of downtown Milwaukee, all while celebrating the rich history of tradespeople who built this city,” said Andy Inman, Chief Development Officer of NCG Hospitality. “We celebrate how things are made — including food and craft beverage options.”

Whether it’s before a Bucks game or concert at Fiserv Forum, or during a five-course dining experience, patrons can enjoy a robust, Italian-focused craft cocktail and wine selection, in addition to a draft list that will highlight the rich brewing tradition of Milwaukee.

“Our trade is cooking, and every dish we serve at Il Cervo will be made with skill and care,” said Caitlin Suemnicht, CEO of Food Fight Restaurant Group. “Branching out to Milwaukee was an easy decision for us with NCG Hospitality as our partner. Both of our companies share a passion for hospitality, and for providing exceptional experiences to our guests, employees and the greater community.”

The restaurant, operated by Madison-based Food Fight Restaurant Group, will open on the ninth floor of The Trade Hotel in Spring 2023. Hotel guests, sports and entertainment fans from Fiserv Forum, and Milwaukee residents alike, will be welcome to enjoy the food and beverage options the restaurant offers while taking in the elevated views of Deer District and the Milwaukee skyline. Il Cervo will feature an open kitchen with a vibrant bar, dining room, lounge, outdoor terrace and a private indoor/outdoor patio all designed to offer guests a modern upscale experience with touches of old-world Italy.

“We join NCG Hospitality and Food Fight Restaurant Group in shared excitement of this announcement. The Trade Hotel and Il Cervo build on the promise of making Deer District the premiere location to live, work and play,” said Michael Belot, Senior Vice President-Bucks Ventures and Development.

To learn more about The Trade Hotel, visit www.thetradehotel.com.

Images from the event can be found here: [Link to Folder](#). Credit to Kevin Harnack & Findorff.

###

About The Trade Hotel

Inspired by the city’s pioneering past and a local culture that is forever moving forward, The Trade an Autograph Collection Hotel pays homage to the hardworking history and modern spirit of today’s Milwaukee. As the official hotel of Deer District, it is located in the bustling heart of downtown, adjacent to Fiserv Forum. Situated courtside in Cream City’s dynamic hub of sports, culture, and entertainment, the hotel offers 205 luxurious rooms and suites plus destination dining with a rooftop restaurant and lounge boasting stunning city views. Highlights include a 2-story VIP suite with private access and over 9,000 square feet of sophisticated indoor/outdoor meeting and event spaces for groups up to 300.

Merging modern convenience with timeless luxe, it is an experience unlike anything else in the city. The Trade. Where craft meets commerce.

About NCG Hospitality

NCG Hospitality is a leader in the ownership, development, and operation of premier hospitality properties. Established in 1981 by Founder and Chairman David Lenz, NCG Hospitality is a family-owned business with over 40 years of experience in the hospitality industry. We own and operate more than 25 properties across multiple states and national brands. We leverage our unparalleled expertise to provide hotel management services, hotel development expertise, and real estate-focused services to property owners and investors throughout the U.S. ncghospitality.com.

About Autograph Collection Hotels

A member of Marriott's industry-leading portfolio, the Autograph Collection debuted in 2010 and includes nearly 200 independently branded hotels and resorts that reflect the distinct attributes of their market. Each is unique in terms of product offering and target customers. The Autograph Collection is a remarkable group of upper upscale and luxury independent hotels with iconic properties located in gateway and emerging cities in preferred destinations around the world. Each is exceptional, one-of-a-kind and has its own distinct perspective. The result is an array of properties that is nothing less than unique and nothing short of collectively exceptional. Autograph Hotels are proud to participate in the industry's award-winning loyalty program, Marriott Bonvoy®. To learn more about Autograph Collection Hotels, visit autograph-hotels.marriott.com/. Follow Autograph on Instagram. Watch Autograph on YouTube. Engage #ExactlyLikeNothingElse.

About Food Fight Restaurant Group

Food Fight Restaurant Group oversees an ever-growing family of nearly 20 eclectic, locally-owned restaurants in Madison, Wisconsin. Founded in 1994 from Monty's Blue Plate Diner, our restaurants span the gamut of burgers and burritos to upscale Italian and steak—with attention to detail and craft, authenticity and cohesiveness in every concept. Many locations lie in the heart of downtown Madison, with newer projects reaching to the Northwoods and Milwaukee. Each restaurant operates uniquely, sourcing and staffing independently, while sharing resources of accounting, marketing, and executive leadership. Through a variety of sponsorships and charity events, we prioritize our local community and economy. At Food Fight, we welcome all guests with attentive service and outstanding, delicious dining experiences across Wisconsin. foodfightinc.com

About Deer District

Deer District is Milwaukee's newest neighborhood and is redefining the city's downtown. Anchored by the world-class Fiserv Forum, a preeminent sports and entertainment venue and home to the NBA's Milwaukee Bucks, the 30-acre Deer District is Milwaukee's premier location for people to live, work and play, and is a hub for the city's vibrant future. A year-round destination, Deer District features a myriad of dining and entertainment options in addition to Fiserv Forum including The MECCA Sports Bar & Grill, The Cluckery, The Beer Garden, Good City Brewing, Punch Bowl Social, Drink Wisconsinly, Fat Tuesday and Insomnia Cookies. Deer District also features a large plaza which serves as an ideal setting

to enjoy live music, festivals, outdoor movies, fitness classes and other events. Additionally, Deer District includes GATHER at Deer District, the Bucks' state-of-the-art training center, the Froedtert & the Medical College of Wisconsin Sports Science Center, and the 550 Ultra Lofts apartment building, which are both located directly across from Fiserv Forum. Future developments for Deer District include The Trade Milwaukee, a 200-plus room Marriott Autograph Collection hotel, two FPC Live operated music venues, additional high-end apartments, and further commercial, office space, real estate and entertainment opportunities. For more information on Deer District, visit DeerDistrict.com.

Contact (NCG Hospitality/The Trade Hotel):

Jake Leskovar
jleskovar@evokebrands.com
(608) 556-7470

Contact (Food Fight Restaurant Group)

Jordan Bright
jbright@foodfightinc.com
(651) 331-9009