

## POTAWATOMI CASINO & HOTEL- THIRD FLOOR RENOVATION

Milwaukee, Wisconsin



As part of the \$190 million renovation of the Potawatomi Casino in Milwaukee, WI, the third floor underwent a complete transformation, including its foodservice offerings. The casino enlisted I-5 Design as the architects, and Rippe Associates to provide foodservice design expertise, resulting in a stunning space that delivers a variety of dining options. With a focus on maximizing efficiency, functionality, and guest experience, the Rippe team worked closely with the casino and architecture team both, to create a cohesive environment that seamlessly blends gaming and dining.

Rippe Associates was tasked with designing the foodservice operations for several different venues within the casino: Rock & Brews, Cream City Coffee Co., Street EatZ, ElevenHundred Bar & Lounge, and the 1833 Club. Each venue had its own unique requirements and challenges.

### Details

Opening Date: Sept 2023

Equipment Cost: \$2,300,000

Rock & Brews: 8,795 SF

Coffee City Creamery: 2,055 SF

Street EatZ: 6,065 SF

ElevenHundred Bar: 1,555 SF

The 1833 Club: 1,970 SF

Service & Self-Serve Beverages:  
1,680 SF

**Rock & Brews** is a concept developed by co-founders Gene Simmons and Paul Stanley of the iconic rock band Kiss, which features classic American comfort food in a rock ‘n’ roll setting. The restaurant is designed to accommodate 300 guests and has a full-service bar. The design concept of the restaurant focuses on creating an immersive dining experience for guests, with rock music and memorabilia infused throughout the space.

The restaurant features a strategically placed stage that enables live musical performances to be enjoyed both by diners within the restaurant and patrons on the casino floor. This integration of entertainment enhances the ambiance, setting Rock & Brews apart as a premier destination. Furthermore, the full-service bar is adeptly positioned to serve guests throughout the restaurant and extend its offerings to those on the casino floor, ensuring a seamless experience for all visitors.

**Cream City Coffee Co.** is a gourmet coffee shop that features specialty items such as hot, iced, blended drink to coffee cocktails as well as pastries and sandwiches. The shop has a modern and fresh design, with an open concept and counter-style service. The space was designed to maximize the efficiency of the limited square footage, while also creating a welcoming atmosphere for guests. The kitchen layout includes ample refrigeration and storage space to support the shop’s offerings.

**Street Eatz** is a contemporary dining destination that puts a unique spin on street food classics, inspired by global culinary trends. Inspired by food trucks, Street Eatz is all about a fun and lively atmosphere. The restaurant incorporates a variety of unique finishes, which makes it a standout space. The menu offers a little something for everyone and features Milwaukee’s favorite street foods and slushy cocktails.

**ElevenHundred Bar & Lounge:** The brilliance of a flame at 1,100°C serves as the inspiration for the name and ambiance of this venue. Just like Potawatomi Casino Hotel, it’s a beacon of vibrant energy and endless possibilities. This space is more than just a lounge. It’s a meticulously designed social hub that harmoniously merges entertainment, innovative cocktail delights, and the thrill of gaming. The result is a bar & lounge where patrons can enjoy a robust menu of cocktails, wines, and beers while indulging in their favorite slots and table games, including electronic gaming options right at the bar.

**The 1833 Club** is a premium lounge, exclusively reserved for VIPs, and was designed to offer an unparalleled experience for guests and visiting celebrity chefs. The lounge exudes an air of exclusivity, featuring a private chef’s table with custom millwork, a full-service bar, a coffee station, and contemporary lounge seating. The ambiance is further enhanced by the refined atmosphere, making it the perfect setting for a high-end dining experience.

At the heart of the 1833 Club is a state-of-the-art kitchen, meticulously designed by Rippe Associates. Equipped with the latest foodservice design ideas and cutting-edge equipment such as sous vide immersion circulators, Hestan cooking range, and a Tobin Ellis Cocktail Station. The kitchen is primed to support a variety of food preparation techniques. This enables chefs to deliver sophisticated and innovative cuisine, ensuring an exquisite culinary journey for guests.

The extensive renovation of the Potawatomi Casino in Milwaukee, WI has resulted in a remarkable transformation of its third floor, now offering a diverse range of dining options and experiences. From the rock ‘n’ roll ambiance of Rock and Brews to the exclusive sophistication of the 1833 Club, each space was designed with meticulous attention to detail. The result is a seamless integration of dining and gaming, offering guests an immersive, enjoyable experience across all venues. Rippe Associates is proud to have contributed to the transformation of the Potawatomi Casino, reinforcing its reputation as a leading entertainment destination.

