



# THE ABBEY RESORT

FOR IMMEDIATE RELEASE

Contact: Gary Silbar Communications  
Gary Silbar 847.433.5784

## **ABBEY RESORT & SPA'S REVITALIZED WATERFRONT RESTAURANT OFFERS DOCKSIDE DINING, OUTDOOR ENTERTAINMENT AND A SMOKIN' NEW MENU AWARD-WINNING PITMASTER BRINGS SLOW-SMOKED BBQ TO THE SHORES OF GENEVA LAKE**

**FONTANA, WI – June 4, 2009** – Dining on the shores of Geneva Lake has become a little smoky, somewhat messy and very tasty as The Abbey Resort & Spa has unveiled a new menu at its Waterfront Restaurant highlighted by the addition of slow-smoked, award winning BBQ and weekend Blues music.

In developing a product that is distinctive to the area, the resort's director of operations, Michael Lucero, dug deep into his culinary roots and the six years he spent as general manager and regional vice president for House of Blues to create an experience unique to the Lake Geneva, WI area. For Lucero, revamping the menu was just the start.

"The Waterfront has been a popular spot for resort guests, local residents and area visitors for many years," said Lucero. "My goal was to create a menu and an experience unique to our dockside location; a destination that locals can enjoy frequently and a dining scenario where all guests would share in the gospel of great BBQ. I'm confident we will consistently deliver a stellar product highlighted by Burnin' Down the Docks, a celebration of Blues, brew and BBQ taking place every Sunday afternoon throughout the summer."

To create an incomparable BBQ experience in southeast Wisconsin, Lucero aligned the resort with award-winning "Pit Master" Matt Whiteford. Competing competitively for five years, Whiteford and his team have won numerous awards on the BBQ circuit. Whiteford prepares all BBQ on a traditional southern outdoor smoker. His "layers of flavors" technique, applying spice rubs and various marinades and glazes during the cooking process, followed by one of Whiteford's gourmet BBQ sauces, delivers exceptionally tender and delicious BBQ.

In addition to Whiteford's signature baby back ribs, chicken, BBQ short ribs and a pulled pork sandwich, the restaurant serves smoked cedar plank salmon and offers family style dining for groups. Additional items on The Waterfront menu include fresh fish, steaks, pasta, salads and sandwiches. A variety of side dishes including homemade corn bread, BBQ baked beans, smoke house potato salad and corn on the cobb queso fresco are offered with all BBQ entrees.

"Matt's BBQ is outstanding and the best I've ever tasted," added Lucero. "Initial response from guests on our BBQ offerings and to the new menu overall has been extremely positive. I'm confident we've created a dining experience that our customers will enjoy time and time again and one which they will share with their friends."

The Waterfront's new menu was launched Memorial Day weekend. Burnin' Down the Docks, featuring live entertainment on The Abbey's outdoor patio, takes place Sundays from noon through 4 p.m. Live entertainment in the Waterfront will be featured nightly throughout the summer.

For reservations and information on The Abbey Resort & Spa, The Waterfront and Burnin' Down the Docks, visit [www.theabbeyresort.com](http://www.theabbeyresort.com) or call 888.629.9594.

- more -

**About the Abbey Resort & Spa**

Located just 80 miles from downtown Chicago and 50 miles from Milwaukee, [The Abbey Resort & Spa](#) is a treasured icon, nestled on 90 acres of beautifully manicured grounds. Totally renovated in 2005, it is the only full-service resort on the shores of Geneva Lake with 334 guestrooms featuring amenities such as balconies, flat-screen televisions, high-speed internet and more.

The resort's all-new 35,000 sq. ft. AVANI Spa offers a complete menu of spa services including massage, aromatherapy, facials, wraps and more. Dining and entertainment venues include The Helm cocktail lounge, The Waterfront, for entertainment, exceptional BBQ and casual waterfront dining, and the Fontana Grill, overlooking the resort's harbor, for steaks, chops, and the resorts signature buffets. The Abbey's on-site marina features numerous amenities including charter boats, scenic boat tours, water-ski rental, parasailing, and Wave Runner rentals.

The Abbey boasts 40,000 square feet of flexible meeting space, and specializes in scenic cocktail cruises and outdoor events overlooking the resorts 400 slip marina. The resort is also located within 15 minutes of some of the finest golf courses in the Midwest.

The Abbey Resort & Spa is managed and operated by [Hostmark Hospitality Group](#) of Schaumburg, IL.

# # #