



125 REASONS TO LOVE THE PFISTER



1 THE GORGEOUS LOBBY CEILING MURAL



- 57 Complimentary Shoe Shine Service
- 58 Free Champagne in the Spa Lobby
- 59 A Totally Customized Spa Experience
- 60 Girls' Day in the Orchid Room
- 61 Lunch and a Mani-Pedi in One Fell Swoop
- 62 Hammam Steam Showers
- 63 The Most Comfortable Robes & Slippers
- 64 The Unique Charm of a Boutique Hotel
- 65 National Register of Historic Places
- 66 A Fairytale Wedding Experience



67 THE VIEW FROM BLU

- 2 The Time Capsule
- 3 Gallery Nights
- 4 Jazz in the Sky
- 5 AAA Four Diamond Hotel
- 6 The Club Concierge
- 7 The Mailbox

8

GREG MARCUS
ON PIANO AT BLU

- 9 The Self-Tipping Teapot
- 10 Val's Holiday Glögg
- 11 24-Hour In-Room Dining
- 12 Private Spa Suites
- 13 The Pickleback Shot
- 14 The Rover Night Package

- 26 Dazzling Chandeliers
- 27 The Snack Mix
- 28 The Perfect Proposal Spot
- 29 Signature Martinis
- 30 Milwaukee's Iconic Landmark

- 15 The City's Most Skilled Hair Stylists and Salon Technicians
- 16 A Meeting Destination for Businesses from All Over the World
- 17 The Site of a Private Dinner for President McKinley and his Cabinet
- 18 Rosemary Steinfest, one of the First Female Hotel General Managers in the Country
- 19 The Many Nicknames, including *Palace for the People* and *Grand Hotel of the West*
- 20 Founded by Immigrants, The Pfister Embodies the American Dream
- 21 First Boutique Hotel in the World with Individual Thermostat Controls
- 22 The Largest Victorian Art Collection of any Hotel in the World
- 23 Guests Featured in Works by the Narrator and Artist-in-Residence

24 JOHN F. KENNEDY'S HEADQUARTERS THE NIGHT OF THE WISCONSIN PRIMARY



AFTERNOON TEA
AT BLU

25

39

WORLD-FAMOUS
ARTIST-IN-RESIDENCE
PROGRAM

31 THE GRAND STAIRCASE

- 32 Premium Private Dining
- 33 The Pfister Chocolate Bars
- 34 The Lavish Governor's Suite
- 35 Swimming in the Clouds
- 36 The Wine Cellar
- 37 The Pfister Blog
- 38 First Dates at Blu



- 40 Choice of Modern or Historic Accommodations
- 41 Senator Kohl's Tuna Sandwich
- 42 Live Music Six Nights a Week at Mason Street Grill
- 43 BluTender Battles for Your Favorite Charity
- 44 Ahead-of-the-Trend Salon Products and Styles
- 45 24-Hour VIP Experience in The Pfister Club Lounge
- 46 Zaffiro's Pizza Served for In-Room Dining

47 DICK & HARRY, THE PFISTER LIONS

- 48 Dr. Jeffrey Hollander on the Lobby Lounge Piano
- 49 The Hotel's Story Told by The Pfister Narrator
- 50 Beer, Wine and Whiskey Dinners
- 51 Prime Location in Downtown Milwaukee
- 52 Professional Make-up Treatment for the Big Day
- 53 Original 1893 Architecture Still in Place
- 54 Invigorating WELL Spa Amenities in Every Bathroom
- 55 Top Midwest Hotel by Condé Nast Traveler
- 56 Top-Notch Service from The Pfister Butler



- 68 4th of July Fireworks at Blu
- 69 Best View of the Gas Light Flame
- 70 New Year's Eve Party at Blu
- 71 The Thanksgiving Day Buffet
- 72 Upscale Shopping on the Premises
- 73 Wisconsin's Most Elegant Galas
- 74 The Pfister Book Club

- 75 The Pikemen Guarding the Lobby
- 76 The Majestic Tree-Lighting Ceremony
- 77 The Hotel's Own History on Display
- 78 Tea Butler Juan Rodriguez
- 79 The Bust of Ben Marcus
- 80 The Chef's Counter
- 81 Sunday Brunch in The Rouge Ballroom

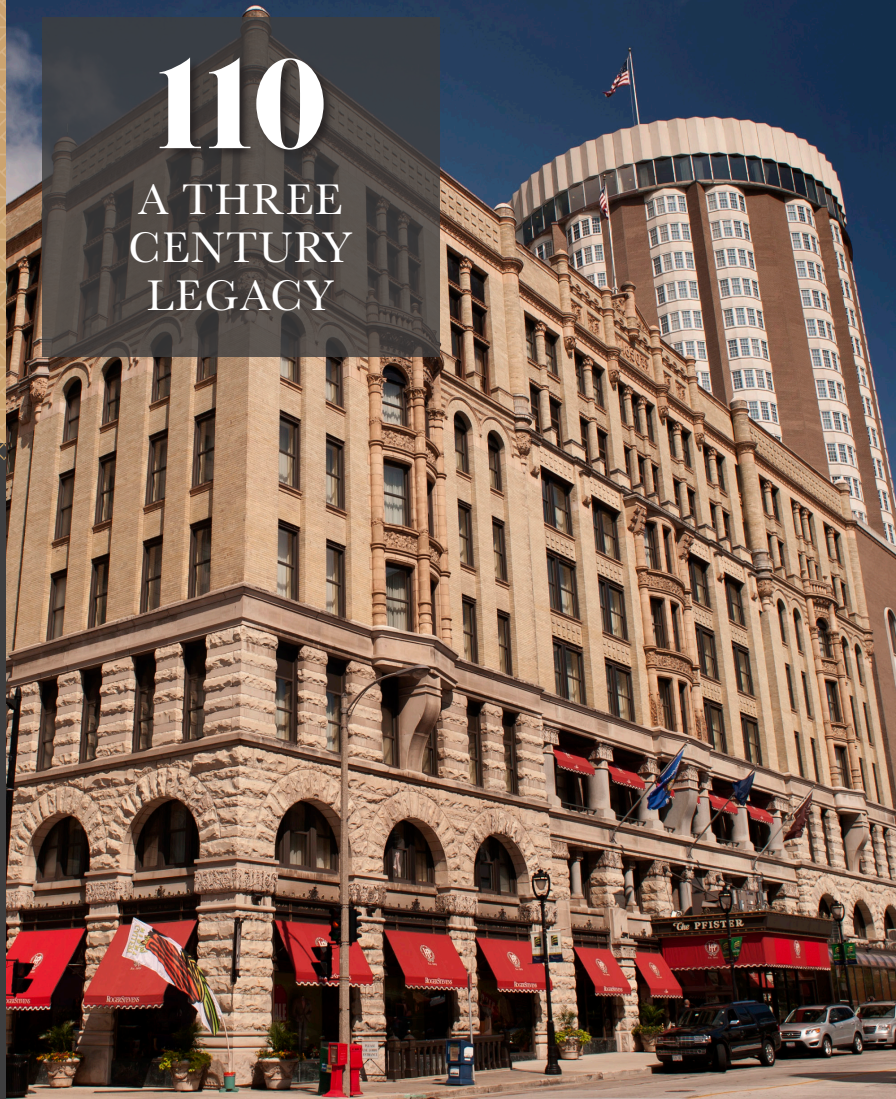


89 MASON STREET GRILL'S CARROT CAKE

- 82 Beautiful LGBT Weddings
- 83 Elegant Four-Poster Beds
- 84 Exclusive Pfister 1893 Tea
- 85 Milwaukee's Finest Banquet Dining
- 86 Nationally Recognized Pastry Chefs
- 87 Museum, Theatre and Art Packages
- 88 Pfister Ambassador Harold Lewis
- 90 7,000 Weddings and Counting
- 91 Business Lunches at The Café
- 92 The Stunning Grand Ballroom

- 93 The City's Best Happy Hours
- 94 TripAdvisor Top-25 Luxury U.S. Hotel
- 95 Award-Winning Pfister Bloody Mary
- 96 Elegant Holiday Brunches
- 97 State-of-the-Art Audiovisual Technology
- 98 The Best People-Watching in Milwaukee
- 99 Executive Class Meetings at Twenty-3

- 100 The Breathtaking Imperial Ballroom
- 101 The Preferred Hotel for U.S. Presidents
- 102 The Culinary Ingenuity of Chef Brian Frakes
- 103 2nd, 3rd & 4th Generation Weddings
- 104 Art Coming to Life in Real Time
- 105 A Famous Backdrop for Wedding Photos
- 106 Lake and City Views from Your Room
- 107 Artist-in-Residence Legacy Pieces
- 108 Pfister Concierge Peter Mortensen
- 109 Pet-Friendly Accommodations



110 A THREE CENTURY LEGACY

- 111 Member of Preferred Hotels
- 112 Sunrises and Sunsets Over Milwaukee
- 113 Walking Distance from Your Favorite Destinations
- 114 The Pfister: History & Story — a Documentary
- 115 The City's First Fully Electric and Fireproof Hotel
- 116 Smooches for your Pooches: A Wedding for Dogs
- 117 The 285-Page Coffee Table Book
- 118 Hot Breakfast in The Pfister Club Lounge
- 119 The Ornate Fireplace with Original Marble
- 120 The Painting of Mahomet in the Imperial Ballroom
- 121 Milwaukee's Most Magical Holiday Atmosphere
- 122 Salute — A Hearty Hello and a Fond Farewell
- 123 A Toast for any Occasion in the Lobby Lounge
- 124 The Long Tenure of Loyal Associates

125 EVERYONE HAS A PFISTER STORY