

Lowlands Group: Adds New Downtown Milwaukee Rooftop Dining Experience

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MILWAUKEE – March 10, 2021 – Lowlands Group today announced the addition of a VIP Lux Chalet to the rooftop at Café Benelux in the heart of the Third Ward. The VIP Lux Chalet is a singular heated atrium that overlooks downtown Milwaukee and seats up to 10 guests. The new larger structure expands Café Benelux’s private outdoor rooftop dining options, which also include five Lux Domes. The VIP Lux Chalet officially opens Thursday, March 11.

“Everyone loves the views from the rooftop at Cafe Benelux, and now with the new VIP Lux Chalet, people can enjoy the view with the full Benelux menu and dining experience,” said Eric Wagner, Lowlands Group CEO. “Lowlands has always tried to connect our guests with some of the more European dining traditions we know that Wisconsinites, in particular, will embrace. Europeans dine outdoors all year long, and we want our guests to be able to as well.”

The VIP Lux Chalet is 10 by 12 feet and nine feet high, with a T-shaped cathedral design combination. The larger size structure accommodates up to 10 guests making it a sought-after location for spring celebrations, including birthdays, bachelorettes, showers and graduations. Guests can pre-order specially-curated Lux Dome platters and beverage packages for a shareable snacking event, or order onsite from the full restaurant menu. A downtown chic design concept including twinkling lights, a luxurious rug and hanging chandelier creates an eclectic private dining experience.

Reservations can be booked in 90-minute increments online at lowlandswinter.com and walk-ins will be accommodated based on availability. Each reservation includes a complimentary beverage package, and all guests must be 21 or older. A \$200 advance reservation fee for the VIP Lux Chalet secures this one-of-a-kind experience. During the month of March, the Lux Domes can be reserved for \$150, reflecting a spring thaw special offer, as this year the popular installations will stay up later than any previous year. Café Benelux's additional outdoor offerings include the Rooftop Warming Bar and Lux Porch on Broadway with heated canopy dining.

Throughout the pandemic, Lowlands Group has been a leader for local innovation and safety in its restaurants and outdoor dining experiences. Each chalet and dome is scheduled with staggered reservation slots to ensure groups arrive and exit at different times. A 30-minute window is built in between reservations for cleaning and sanitation. In addition to following the city's Moving Milwaukee Forward Enhanced Approval 72-point safety procedures, Lowlands utilizes atomizer fog machines to target airborne pathogens and bacteria. The domes and chalet each have a door and air vent which open for fresh air ventilation during and between each reservation.

Lowlands Group has individual outdoor experiences tailored to each of its restaurant's distinct concepts, from cozy canal houses and Northwoods shanties, to dome villages and private streetcars. These offerings have recently been extended through the spring months.

"It has been wonderful to see Wisconsinites embracing the idea of dining outside through the winter in our unique outdoor experiences," Wagner added. "This has motivated us to continue to develop new experiences that celebrate that Euro cafe culture year-round, and this Chalet is our newest effort at offering a safe and fun experience."

Reservations, details and full menu options are available at lowlandswinter.com. Guests are invited to join [Lowlands Group's loyalty program](#) to receive special offers and updates. To sign up, download "Lowlands Rewards" in the App Store or text the word "Lowlands" to 43618.