



# THE HISTORY OF JOE MUER SEAFOOD

The Muer legacy began in 1929. Joe Muer I was a cigar producer by trade when he decided to open a small oyster bar on Gratiot Avenue in Detroit, with seven tables and five employees. As the eatery gained in popularity, the patriarch scaled back his cigar operation to expand the restaurant. As the years passed, the restaurant continued to grow. The walls of the old oyster bar were blown out, the establishment expanded, and by the 1950s Joe Muer Seafood had become Detroit's premier dining destination and was renowned nationwide.

When Joe Muer I passed away, he left the restaurant to his son, Joe Muer II, who then passed it on to his two sons, Joe Muer III and Chuck, who kept the restaurant flourishing for many decades.

Unfortunately, as Detroit's population began to decline in the 1970s and '80s as people moved to the suburbs, fewer people were coming back into the city or to Joe Muer Seafood. In 1998, Joe Muer Seafood closed, another victim of hard times in the city of Detroit.

In 2005, Joe Vicari, a highly successful restaurateur in Michigan known for his fine dining Andiamo Italian restaurants (established in 1989), had an idea to bring the iconic Joe Muer Seafood restaurant back to the city of Detroit. He had met Joe Muer several times through the years and decided to reach out to him to see if he would like to reopen his storied restaurant. At that time, Joe Muer had retired and did not especially want to return to the restaurant business. The two men discussed the concept of Joe Vicari opening a new Joe Muer restaurant because Vicari so respected the Joe Muer Seafood brand and felt this reemergence would be great for the restaurant business and great for the city of Detroit. This new Joe Muer Seafood restaurant would be a new world-class restaurant that served the finest and freshest seafood delicacies in an atmosphere of refinement and sophistication, exactly where the older restaurant had left off. After much hard work and negotiating, Joe Vicari bought the Joe Muer name and all its intellectual properties and recipes. In 2011, with the blessing of Joe Muer III, the rebirth of Joe Muer Seafood happened in

downtown Detroit's Renaissance Center, upstairs from Joe Vicari's very successful Andiamo Detroit Riverfront location.

Joe Muer III said at the opening, "Joe Vicari and his wife, Rosalie, are personally responsible for making this happen. They saw the need. The core of the city — downtown — is really starting to expand. New businesses are moving in. There's development. The success of sports teams brings in hundreds of thousands of people. Andiamo is so successful downstairs. Joe Muer Seafood gives a synergy of the best part of what we had on Gratiot Avenue. People come from all over. We're in the Renaissance Center, world headquarters of General Motors. We've got a great view of the Detroit River. There's new blood in town. There's a new generation that's helping to spur this. Wow! Big time."

The new Joe Muer Seafood picked up where the original left off, serving the world's most celebrated and exclusive seafood from regions across the globe. The establishment is committed to serving sustainable and exceptionally fresh seafood while building a sterling reputation for elite culinary skill and exquisite service. Their fish is selected and flown in from the finest purveyors in the world. They also take pride in serving premium aged meats, sushi, and an award-winning wine list hand-selected by a certified sommelier.

Joe Muer Seafood's winning combination of breathtaking ambiance, flawless service, and fine cuisine led readers of *HOUR Detroit* magazine to award them Restaurant of the Year in 2012 and Best Seafood Restaurant every year after (11 years in a row). They've also won numerous *Wine Spectator* awards, awards for best view, best service, and many more. They opened another location in Bloomfield Hills, Michigan, in 2017 with continued success and acclaim.

Continuing his enterprising spirit and vision, Joe Vicari visited Nashville and fell in love with the vibrancy of the city. He determined this would be the perfect spot to expand Joe Muer Seafood outside of Michigan and into a new market of guests. In 2021, he was introduced to Capitol View and decided this location would be the perfect home for his next venture, Joe Muer Seafood Nashville.