



More Than a Brewery

Brady's Brewhouse creates a fun-loving atmosphere with fresh-brewed beer and great-tasting Certified Hereford Beef®.

by Sara Gugelmeyer

Fresh beef, fresh beer and the fresh atmosphere have created the trifecta of success for Brady's Brewhouse owner Chris Polfus. Brady's opened its doors in New Richmond, Wis., in October 2010 and ever since business has been phenomenal, according to Chris. And the success is due, in part, to the Certified Hereford Beef (CHB®) steaks and burgers on the menu.

Chris worked in the restaurant business through college but returned to his hometown and the family's John Deere dealership after graduation.

"I love food," Chris says. "I used to watch quite a bit of television and I watched what made things great and it was always scratch-cooked food."

And so he decided to put his money where his mouth is, almost literally, and open a restaurant. "This is just something I knew I had to do and I had the opportunity to," he says.

Chris knew, in order to make customers happy, he couldn't cut corners. "Everything is made from scratch. We're trying to make every food item, everything on that plate, stand on its own," Chris says.

Chris sought out the best beef Sysco offered when planning the menu. "We chose the best that Sysco had at the time; then they actually came to us (after they began offering CHB) and said 'we have something better,'" he explains. "We tried it compared to what we were going to serve, and it just put the other stuff to



shame. The Certified Hereford was amazing. I wanted the best here, we've got the best ingredients, and Certified Hereford was by far, the best."

Also unique to Brady's is that all the food is prepared using a wood-fired oven and grill. Head Chef Mark Rose currently prepares three steak options: a New York Strip, a Top Sirloin and a Ribeye. Each comes cooked-to-order with special homemade sides like sautéed garlic green beans or rice pilaf and fresh veggies.

The customers are raving about the steaks, Chris says. "It's by far the best steaks, and our chefs are doing a great job preparing the beef. The wood-fired grill is helping, but the steaks are doing great things."

It's important to Chris to keep things fresh by frequently revitalizing the menu with new options. One such change he

made was to add prime rib to the dinner menu.

The menu offers CHB ground beef in the form of uncommon burger options. The "Silly Good Burger" is stuffed with peanut butter and jalapenos and topped with pepper jack cheese and bacon. The "Brady Burger" is stuffed as well, but with Wisconsin cheese curds and homemade honey-hopped mustard sauce.

"We offer an extensive menu, and the desserts are all made in house as well, even the dough is made here," Chris says. "We're not getting stuff out of a bag and dropping it in the deep fryer; we aren't getting sauce out of little packets. We take pride in everything we're doing."

The pride starts with the historic building, dating back to 1895, in which Brady's is located. Also, Chris offers 42 beers on tap, of which eight are brewed in-house. A full-service bar and live music help keep the place packed late into the night, but it's really about the food, Chris says.

"We're not creating the newest things, but we are perfecting them. We've got the brewery, and we are trying to make great food at a great value. We're not the highest priced food in town, but we've got good value and great, great food." **HW**

Editor's Note: For more on Brady's Brewhouse, visit www.bradysbrewhouse.com.