



*****PHOTO ALERT*****



CAPE MAY'S ICONIC PIER HOUSE RESTAURANT RE-OPENING IS A "SMASHING" SUCCESS

After Stylish Reboot, La Mer Beachfront Resort's Famous Restaurant Opens to the Public

CAPE MAY, NJ (June 27, 2019) – “We don’t cut ribbons, we break plates,” said George Andy, Managing Partner of La Mer Beachfront Resort, to the crowd of guests enjoying last night’s VIP Grand Opening of the hotel’s signature restaurant, **The Pier House**. The ancient Greek tradition of smashing a plate was the perfect way to mark the occasion of the re-opening of the iconic restaurant which is known for its delicious fare that perfectly blends classic American dishes with a Mediterranean flare. The Pier House officially opens to the public tonight after being completely rebuilt. Located at La Mer Beachfront Resort and sitting on the corner of Beach and Pittsburg Avenues, the restaurant may be new from the floor up, but the vibe and amazing food it’s known for, is the same. Last night guests enjoyed a sampling of menu items, signature cocktails, and live music on the beautiful new terrace. Tours of the 21 brand new luxurious guest suites were also given during the event.

The Pier House, located at 1327 Beach Avenue, Cape May, NJ 08204, opens tonight at 5pm and will serve breakfast, lunch, and dinner 7 days a week. For more information and to view menus, please visit <https://www.capemaylamer.com/Dining>

For photos and captions from last night’s event, [please click here.](#)

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ABOUT LA MER BEACHFRONT RESORT & PIER HOUSE RESTAURANT:

Under the ownership of the Andy family, La Mer Beachfront Resort (1317 Beach Ave.) opened in 1969 as a standard shore motor inn with 38 units in the heart of Cape May, New Jersey. La Mer's signature restaurant, the Pier House Restaurant, (formerly the Water's Edge) quickly became a local favorite known for its fresh, seasonal cuisine in an inviting atmosphere. Summer 2019 marks the resort's 50th summer in business, and with the milestone comes a newly expanded hotel, with 21 new rooms and an all new restaurant. **For more information, visit <https://www.capemaylamer.com>.**



Media Contact:

Phaedra Laird
(609) 788-8548
phaedra@lisajohnsoncommunications.com