



restaurant ■ bar ■ catering
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*Steps Away...
Miles Apart*

N e w s l e t t e r - 2 0 2 3

Miss Isle Of Fire

This September will mark the third annual Miss Isle of Fire Contest or MIF. MIF3 has huge shoes to fill if it is to upstage what took place at MIF2 last September. We urge you to consider being part of a very special day that also raises many thousands of dollars for multiple charities. A “straight version” of that other contest, MIF features some of fire islands most talented, gorgeous men and women competing during three categories: fashion, talent and personality. With big cash prizes, celebrity judges, high end raffles, great music and food, and thanks to [@spencerhackmann](#), it’s becoming a wonderful late season event in OB.

Paradise Earned

Over the last 44 years, I have had a front row seat to some amazing sights & sounds, people & personalities and historical events here on fire island. For far too many years, I’ve joked and threatened to write a book about it all. Well, finally I decided to put my pen where my mouth is. I have spent the better part of this winter doing just that. I guess it’s an Ocean Beach centric memoir, with an over the shoulder peek at some inside stories. Tentatively entitled: “Paradise Earned, a 40 Year Voyage”. I hope to have it finished by June. Early reviews have me in good spirits and encouraged me to move full steam ahead. Can’t wait to share it with you. Sneak peeks available, just ask. [#paradiseearned](#)

Top Chef

The Island Mermaid is still the only eatery on the beach to have produced a winner of America’s Top Chef. Harold Dieterle, a Babylon native himself, began his fabulous career at Island Mermaid. I hired him as a culinary extern from the Culinary Institute of America (“CIA”) and he went on to win Top Chef in its inaugural season. He was “America’s first, Top Chef”. He has since blazed a lovely career and written several books as well. Harold says (and this is his quote), “my only regret so far is not having come back for a second summer at Island Mermaid”. If all goes well, We will host Harold this summer. Check out his Insta and passionate work [@harolddieterle](#) or [Harolddieterle.com](#)

Welcome Aboard!

The Island Mermaid kitchen is truly international. Joining veteran Exec Chef Kevin “Coop” Manning and his talented returning crew this year are seven new rising stars. They are bringing their culinary passions with them from Argentina, Venezuela, Puerto Rico and Mexico City as well as Virginia, and Tanzania. Please join me in wishing them an exciting and memorable season. The plan is to bring some bold new flavours to the table under the continued hands of long-time chef Kevin Manning. Chef Kevin did a fabulous job after stepping up from Sous Chef to Exec Chef after 7 years in our kitchen. Go get ‘em Chef Kevin and team.

Ava After Dark

Songstress Ava Coppola and guitarist Finn O’Leary are done waiting on the sidelines. These two have earned their space in the most gracious, humble and yet exciting way possible. They made you get on your feet, dance and sing each and every time they had the chance over the last 3 years. Now, it’s their turn. Welcome to “Ava After Dark”. Monday nights at 8:30 pm, until whenever they feel like stopping. There will be major dart related give-aways and raffles, sponsored by Casamigos. We just couldn’t be happier for them.

Menu

It’s always a unique pleasure but not so simple a task to decide over the winter how many and which menu items will be modified or replaced. Each year for the last 32, Chef and I typically target between 5-10 items, some straddling both lunch and dinner. The idea of putting out the same exact menu is unappealing, and yet some items are so popular, they can never change, like those Scallops or Calamari. We then target these new items as pre season specials to get your early feedback. Here is a small sample of what’s coming. Mezcal Glazed Espresso Mole Shrimp; Quinoa Crusted Orange Miso Salmon, Blue Crab Carbonara; Lamb Barbacoa Tacos; Halumi Parmigiana; and Thai Rice Noodle Salad. Oh, and some killer new hand painted plates from Portugal, which I found on my trip courtesy of [@duro_cermics](#)

New Logo For The Next Decade

When, thanks to GM Vicki Wisdom [@wisdomfacee](#), our “collab” with Locals Only [@localsonlyli](#) went into immediate sell out mode in about 11 minutes, I knew we had something special. One of the wonderful enduring things about that project was the newest logo we now have. We have had 3 logos in 3 decades. The original logo, still on all our menus was designed by Edward Canavan. Then years later, the mermaid in the martini glass, was designed by our staff member, Brian Leighton. And now, holding a martini glass, we have the third decade Mermaid, designed by the Locals Only team. Which one is your favorite?

Explosive Entertainment

There is just no other way to describe what went on here every

Did You Know...?

That Hall of Fame hockey legend Mark Messier is my pick for our most gracious celebrity guest ask me.

That the 8 foot, 600 lb. sand sculpted mermaid over our bar was made with fire island sand. Some say that she comes alive late at night!

That thanks to [@travisblake09](#) and [@docksideobfi](#), you can order a hot, fresh thin crust, artisanal brick oven pizza at the bar and it’s the only place on fire island you can do that.

hat our immediate predecessor Wally Pickard was a decorated WWII fighter pilot. And that his predecessor was a famous Madison Ave. jingle writer. Check out my story [#paradiseearned](#) for more.

Thursday night last summer. If you missed it, you’ll get a chance to see it, feel it and be wonderfully shocked by it. It’s, well, magical. Over the last 33 years, we have hit a lot of home runs but this weekly Burlesque happening can only be described as a walk off grand slam. Don’t miss Fire Island Follies with [@lilmisslixx](#) [@thegreatwilfredo](#) and their guests every Thursday night. Show seatings start at 9 and 9:15 pm, with your dinner reservation. Post dinner tables

open up at 9:30pm. It’s [#fuckingfantastic!](#)

Hospitality

For well over three decades, I have been a bit obsessed with describing to my staff(s) just exactly why we do this and what matters to guests most. Originally borne out of watching many places treat guests like a captive audience, I had a vision since I was about 28, as to how I would keep this place as an oasis of warm, intuitive hospitality. Over the winter, I finally saw a much more successful fellow restaurateur sum up that philosophy so brilliantly. I have never heard what’s in my head articulated so easily, precisely and eloquently by anyone in this business. Go to YOUTUBE TED Talk by Will Guidara on Hospitality. It’s not about the hot dog, it’s about the effort to go above and beyond. It’s in those very moments we create memories our guests will not forget. This is now required viewing for all Mermaids.

Shop On Line

Coming soon. The Island Mermaid On Line shop connected to our website. A website reset is coming and it will add a new feature. From wine glasses to beach towels, plates and aprons to coffee mugs, you’ll be able to grab a house warming gift sure to make your friends happy. Feel free to share ideas for products you think we should consider. We love hearing from you.

More Than Just Great Food

We are so blessed to have a true 7 night line up of late dinner and post dinner entertainment for our guests.

Mondays - Ava After Dark with Ava and Finn

Tuesdays - Ariel Sinclair’s Bitchy Bingo

Wednesdays - rock the house with Miss Vicki Wisdom and Andy Mac

Thursdays - Start the weekend with [#lilmisslixx](#) and [#thegreatwilfredo](#)

Friday / Saturday - it’s DJ Just Joe

Sundays we vibe with The Zigons

There is always something to see here!

We look forward to serving you in our 33rd season when we re-open Friday, April 28th See you at the beach! Scott & the staff.