

‘Catch Steak’ coming to Aspen this summer, L.A. this fall

Erica Robbie, Aspen Daily News Sta Writer Jan 25, 2021

After catching the Aspen bug, the owners of a popular, New York-born seafood concept are opening a modern steakhouse in a prominent downtown location, the “Catch” team is expected to announce Monday.

Catch Steak is slated to open this summer in the 10,000-square-foot space currently occupied by Scarlett’s and Bootsy Bellows, Catch co-owner Mark Birnbaum said Friday.

“The love for Aspen I have, as just a personal love, is more than any other place in the entire U.S., other than Manhattan,” Birnbaum said in a phone interview Friday afternoon. “So when an opportunity came about to possibly, maybe, do a restaurant in [Aspen], I jumped at the opportunity.”

Birnbaum and Catch Hospitalit Group co-founder Eugene Remm opened their first Catch restaurant in the Meatpacking District 10 years ago.



Over the past decade, the brand has expanded to Los Angeles, Las Vegas and Playa del Carmen. After partnering with hospitality business mogul Tilman J. Fertitta, the team opened the first Catch Steak in New York in the fall of 2019.

In addition to Aspen, another Catch Steak is in the works in L.A., located “steps away from the original Catch,” according to a statement that will be released today. The team plans to open the third Catch Steak this fall after Aspen.

While Birnbaum jumped at the chance to bring the brand to Aspen, he said finding the right location was critical given the parameters of operating a restaurant in a pandemic. For Birnbaum, the expansive patio with views of Aspen Mountain was a selling point. “This particular location within my favorite town in America is a dream come true, frankly,” he said.

The Catch group signed a 10-year lease on the building, owned by Aspen developer Mark Hunt, with the option to renew.

“We believe that the future of experiential dining shines bright,” Remm said in a statement. He added Catch is “well positioned to bring that experience to the L.A. and Aspen markets” next year.

Birnbaum said he looks forward to Catch becoming part of the fabric of the local community. Welcoming local clientele and return visitors has been a key part of Catch Las Vegas’ success, he said.

“People always think of Vegas as some out-of-town destination that the whole world is visiting for a weekend — it’s not true at all. There’s an enormous local population there, larger than ever today, and what we learned in Las Vegas is to come to a market with the open arms of really starting with locals first — because that’s your nucleus,” Birnbaum said.

