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FOR INFORMATION CALL

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Ald. Tony Zielinski
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Neighborhood bar “Revel” planned for former Studio Lounge in Bay View

The operator of a successful Third Ward night club plans to open a new neighborhood bar on Kinnickinnic Avenue in the space formerly occupied by Bay View’s Studio Lounge, according to 14th District Milwaukee **Alderman Tony Zielinski**.

Sean Pliss, owner of the Oak Lounge, plans to open his new business “Revel” sometime in May or June with a focus on communal, group seating to encourage social interaction between guests. The bar will feature a selection of craft beers, classic cocktails and wines, and will also offer guests the opportunity to enjoy hookahs, which will make it a unique establishment for the Kinnickinnic Avenue area.

“Alderman Tony Zielinski has been a strong advocate in helping us bring our business and vision to his Bay View district,” Pliss said. “We appreciate and thank him for all of his help in this process, and we look forward to catering to the needs of the neighborhood and helping bring more foot traffic to the already busy intersection of Kinnickinnic and Lincoln.”

With the high-profile location at **2246 S. Kinnickinnic Ave.**, Pliss said he has preliminary plans to operate Revel from 4:00 p.m. to bar close on Wednesdays through Sundays. He is discussing possible entertainment options to meet neighborhood needs.

“This is an exciting development, and yet another ‘big get’ for the Bay View area,” Alderman Zielinski said. “Mr. Pliss and his team have demonstrated their ability to run a business that provides value to an area, and I’m looking forward to the additional vibrancy their presence will bring to the KK Business Improvement District.”

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