



*The history of Serratto
Through the eyes of our bartender-
Kurt Fritzler*

Here at Serratto, we're as proud of our status as a long-standing neighborhood institution as we are of our food. Part of that legacy is our bartender, Kurt Fritzler. Kurt started here as a bartender in 1983, just four years after owner Michael Cronin had converted a lighting supply house into the restaurant Delfina's (named for his grandmother, Delfina Serratto). He recalls that the neighborhood looked quite different back then: "Lots of biker bars, run-down eateries, and crumbling Victorians." Yet Delfina's stood out as a friendly Italian joint where "if you were out jogging and wanted lunch, you could stop in for a bite. Or you could take the family there to celebrate," says Kurt.

By the '90s, the NW 23rd blocks had begun their transformation, and Delfina's had also changed to the more upscale Serratto to respond to the burgeoning Nike and Intel business dinner crowd. The locals however, were a bit more skeptical. "I



remember seeing people walk up our steps, look around, and then look down at their clothes and wonder if they were underdressed for the place," says Kurt.

The restaurant remained successful, but was affected by post-9/11 economic slump, as many restaurants were at the time.

In 2004, husband and wife Alex and Julie Bond came on board as the new owners, and immediately vowed to redefine the restaurant and bring back the locals. Kurt recalls the couple making some welcome changes – lower prices, more casual décor, adding more approachable dishes like burgers and pizza, and bringing in local wines from around Oregon and Washington. The staff also received a welcome decree from the new owners – no more uniforms. Dress neatly, and treat every customer like family.

“Alex would drag people in off the street,” smiles Kurt, “He would just find people walking around and say ‘Are you hungry? Come in, let me feed you lunch.’”

The “customer is king” model has worked well. Even through the last

year’s economic woes, we as a restaurant, and Kurt, are proud to say that we have managed to stay quite busy. Our regulars credit Kurt’s easygoing style, his knack for telling a good story and his ability to recall not only your favorite drink, but when you stopped in last and perhaps even what you were wearing. If you’re in the neighborhood some time, stop in for a drink with Kurt. He has nearly 27 years worth of stories to tell!

Here is Kurt’s favorite holiday drink – Hot Spiced Cider:

- Preheat a stout mug then add a generous amount of Captain Morgan’s spiced rum. (2 oz)
- Heat 6 ounces of fresh unfiltered apple cider and add to the mug.
- Add a dash of cinnamon and nutmeg. Top with whipped cream if desired, and why wouldn't you?
- Garnish with cinnamon stick.
- Relax!