

## Coming Soon: Frederick's Steakhouse & Pizzeria

By George Mahe July 6, 2015 11:23 AM

There are steak & seafood restaurants, steak & pasta restaurants—there's even a chain called Quaker Steak & Lube—but not a lot of steak & pizza restaurants. But the concept makes sense.

Just ask Randy Waldman, local food and beverage consultant and restaurant veteran, who along with partner, local businessman Fred Waelter, is opening Frederick's Steakhouse & Pizzeria at 12490 St. Charles Rock Road in Bridgeton, the former Meglio's Italian Bar & Grill. (Meglio's, the subject of a first season episode of *Restaurant: Impossible* in February 2011, closed quietly in late December 2014.)

Waelter (right), a long time friend and restaurant customer of Waldman's, recently sold his interest in Rent to Own Auto Centers and was looking for a new endeavor. Waelter is a popular and well-known businessman in the Bridgeton area and will be active in marketing his namesake restaurant.



For the last several years, Waldman has been trying to find a location for what he calls "a value-priced steakhouse," i.e., a restaurant featuring moderately-priced, top-quality steaks (USDA choice or better). Most restaurateurs would scoff at such a notion, especially with the continued rise and unpredictability of beef prices. The solution, Waldman says, lies both in creative beef sourcing and in mixing in lower food cost items (like pizza).

Waldman's no stranger to the local steak business: he co-owned the storied Coal Hole Restaurant in Clayton (1970-1988) and owned both Randy's St Louis Steakhouse (1988-1992) and Xanadu Steakhouse in Chesterfield (2003-2006). Waldman is also the former F&B Director at the Daniele Hotel and Henry VIII Hotel and Conference Center.

Waldman theorizes that many local restaurants are priced so high they've become special occasion destinations which he says often means "pricing themselves out of business altogether."

Through Waldman's longstanding contacts with meat purveyors (and the lures above), Frederick's will be able to offer the following steak entrees (See Right):

### From The Grill

**New York Strip Sirloin**

8oz 14.95 16oz 24.95

**20oz T-Bone 24.95**

**8oz Filet Mignon 25.95**

**London Broil 16.95**

*Mushroom wine sauce*

**12oz Chop Sirloin Steak 14.95**

*Grilled onions & mushroom gravy*

**18oz Pork Chop 16.95**

*Grilled with pineapple-jalapeno glaze*

**Italian Style Sausage 14.95**

*Skillet finished in peppers & onions*

The other marquee item, pizza, is cooked in a brick oven and priced to sell: the 10" hand-tossed pie starts at \$7.95, the 14" at \$9.95.

Think Tucker's Place but with a menu three times as large.

Frederick's will have the same offerings at lunch and dinner, the majority being non-steak items. There are a dozen different appetizers and small plates, the same number of soups and salads, and 18 sandwiches, including both flat- and flame-grilled burgers starting at \$4.95 served with either fries or tots. With entree prices in the low to mid-teens, chicken, pork, and seafood dishes will likely lure some diners away from steak.

Frederick's will be open for breakfast as well, beginning at 7 a.m (8 a.m. on weekends). Waldman (right) knows breakfast can be a low-cost/high-profit endeavor and wanted to capitalize on that daypart.

The 64-year-old restaurateur was not at liberty to discuss the chef, but did emphasize a "strength in meat-cutting and baking."

The approach at Frederick's is one diners everywhere would love to see more—i.e., a restaurant owner willing to gamble that higher food costs can be offset by a consistently full dining room. Waldman subscribes to that theory, saying he'd "rather have 1000 nickels than 100 dimes."

His hope is that with attractively-priced menu options, plus an emphasis on hospitality ("our staffers won't know the word no"), Frederick's 130 seats (includes 20 in the bar) will stay occupied.



Waldman and Waelter hope to open Frederick's by early August.

And regarding that name, Frederick's Steakhouse & Pizzeria is clean, straightforward, and descriptive...going with something like Frederick's of Bridgeton might have, er, sent the wrong message.