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# TRENDS



**JEFF MASTRO**  
The Extraordinary Epicurean

[www.trendspublishing.com](http://www.trendspublishing.com)

Fabulous Phoenician and Trendsetters 2018

## 7 QUESTIONS FOR ... Jeff Mastro

**How did you get into the restaurant business?**

My father got my brother and me started in the business when we were kids and we both fell in love with the business quickly. I could not imagine doing anything else.

**Why was the Mastro's Group sold?**

The sale of Mastro's was a wonderful business opportunity that was offered to us. After much consideration, we all decided that the timing was right for us and our company.

**How did you come up with the concept for Steak 44 and Dominick's?**

The inspiration for these concepts came from our family's many years of experience in the steakhouse business, listening to our guests and traveling all over the world seeing what people like and finding ways to make the experience better. Steak 44, as well as Steak 48, was our foray into the more modern steakhouse which guests have been clamoring for.

**How did you manage to create such verve in these two new restaurants?**

Our concepts are an experience; a vibrant, warm, contemporary setting that is both energized and intimate; offering our guests a unique environment and menu that has all of the tenants of timeless steakhouses and goes beyond to offer more than steak with interesting side dishes and appetizers with world class luxury personal service. But most of all, it is about our culture of consideration and our family connection to every conceivable detail. This is a very personal business and we believe our genuine love and caring for it creates an energy all of its own.

**What's your next big concept or move?**

Ocean 44, we are very excited about our new concept. Ocean 44 is seafood



reinvented in a vibrant upscale atmosphere specializing in world class seafood and the great steaks we are known for at Steak 44. Different than anything we have done in the past; the atmosphere is second to none, featuring a blend of dining settings ranging from dramatic to intimate. At the core of the Ocean 44 Experience is our chef-sourced, highest graded sustainable fresh seafood from around the world; enhanced with unique and interesting appetizers and side dishes that go beyond the traditional seafood menu.

**What do you do for fun?**

I enjoy spending time with my family and friends.

**What's one thing that our readers don't know about you?**

I am an avid runner and do not see myself ever stopping. It's a great discipline that provides both physical and mental fitness.