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**THE ASADOR GRILL BY THE LOST FIRE JOINS ROCK ROW’S   
EXCITING CULINARY SCENE**

WESTBROOK, Maine (DATE, 2024)—THE ASADOR GRILL by The Lost Fire will soon be coming to Rock Row.

Chef Germán Lucarelli’s latest venture promises to bring the authentic flavors, techniques, and experiences of Patagonian cuisine to the heart of Rock Row in Westbrook. At THE ASADOR GRILL by The Lost Fire, everything will be centered around the traditional open flame cooking on the asador, a pointed bar designed for roasting and creating a true feast for the senses. Building on his success at The Lost Fire, Chef Lucarell’s concept will immerse diners with the simple and refined Patagonian dishes for which he is renowned, THE ASADOR GRILL will usher in a new captivating and unforgettable dining experience.

“The Lost Fire began as a means of reconnecting with the tastes of my home and introducing people to the unique style of grilling Argentinians have mastered, “ said Chef Germán Lucarelli. “The Asador Grill will bring guests closer to the wonder of authentic open fire cooking than ever before.”

THE ASADOR GRILL by The Lost Fire aligns perfectly with Rock Row’s commitment to promoting the best of Maine’s food forward landscape and its dedication to quality, local authenticity, and diverse dining experiences.

“We are excited to welcome THE ASADOR GRILL by the Lost Fire, Rock Row as we continue our quest to bring an exciting array of unique dining options to our guests,” said Josh Levy, CEO of Waterstone Properties Group, developers of Rock Row.

Rock Row’s mixed-use urban village (phase 2) will feature a dense core of retail, residential, restaurants, entertainment, and hospitality all built around their 26-acre quarry lake. The 7,000 SF restaurant will live within the village, with stunning quarry views, which is set to begin construction in 2025.

**About Chef Germán Lucarelli**

Renowned chef and restaurateur Germán Lucarelli has made a name for himself in various international culinary scenes - from Buenos Aires to Paris, London, Beirut, Istanbul, Miami, New York, and Maine. Growing up in Argentina, Lucarelli developed his passion for cooking at a young age while assisting his grandmother María Elena in the kitchen. By the time he was 17, he ventured to Mendoza where he started his culinary journey as a dishwasher, eventually advancing to a line chef position.

He opened The Lost Fire Grill & Bar in Kennebunkport in 2018, showcasing his fresh take on Patagonian cuisine and meticulous attention to detail. Through his innovative dishes prepared over open flames, Chef Germán quickly positioned his restaurant as a premier dining establishment in the region. His creations, blending traditional flavors with a modern flair, have captivated diners looking for an authentic yet sophisticated culinary experience. A few years after opening The Lost Fire, Chef Germán inaugurated a patio called LUCA behind the main restaurant to take his fires outside, where diners can feel the live experience of an authentic Patagonian asador.

Chef Germán completed his gastronomic proposal in Cape Porpoise with two new restaurants: Casa Seventy-Seven, a laid-back seafood shack with a menu focused on comfort food and a stunning view of the Maine coastline, and the striking Ultramar, a restaurant where he combines the freshest local seafood with Mediterranean flavors and the beauty of authentic wood-fired cooking. In the summer of 2024, he brought to Kennebunkport a charming ice cream truck, Dos Elenas Gelato, a love letter to Chef Germán's two grandmothers. This tribute paid homage to authentic Argentine Gelato making and his childhood home.

[**ABOUT ROCK ROW**](https://rockrow.com/)

Rock Row is one of the most spectacular office, retail, medical and residential opportunities in America, nested in the heart of Westbrook, Maine. Majestically designed around a 400 ft. deep, 26-acre natural quarry that generates excitement year-round and strategically located at the intersection of Maine’s transportation epicenter. Rock Row is a magnificent $600 million, 110-acre mixed use development, features open-air retail and entertainment district that offers inviting events, amazing shops, restaurants and health and wellness services. For more information on Rock Row in Westbrook, Maine, visit rockrow.com.

[**ABOUT WATERSTONE PROPERTIES GROUP**](https://waterstonepg.com/)

Waterstone Properties Group, Inc., is a privately owned and self-funded real estate

development company with a diverse portfolio of properties in the United States. It specializes in the creation of retail shopping centers, mixed-use properties, residential, warehousing and logistics, corporate headquarters buildings and medical campuses. Waterstone Properties Group, Inc. is also a pioneer of large-scale, immersive, entertainment and guest-focused destination locations that attract individuals and families from across the country and applying our experience to create unique and experiential healthcare environments. With a portfolio of more than 300 national and local tenants—ranging from international category leaders to local family-owned businesses—Waterstone Properties Group Inc. prides itself on maintaining long standing relationships with its business partners and being an active participant in its surrounding communities. For more information visit www.waterstonepg.com.

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