



ASCEND

PRIME STEAK & SUSHI

Ascend Prime Steak & Sushi offers an unparalleled, elevated dining experience. The fine dining restaurant showcases Bellevue's best views from the 31st floor of Lincoln Square South. The Asian-influenced, contemporary steak and sushi menu features aged Prime and Waygu beef along with premium seafood, innovative sushi, mixologist-crafted cocktails and expansive wine and sake lists, all presented with exceptional service.

EXPECT THE UNEXPECTED

Restaurant | Lounge | Private Dining
10400 NE 4th St Ste 3100, Bellevue, WA 98004 | www.ascendprime.com
Media Inquiries: Erin James, erin@ascendhg.com



ABOUT ASCEND PRIME STEAK & SUSHI

Located on the 31st floor of Lincoln South Tower, Ascend Prime Steak & Sushi exudes a vibrant fusion of modern steak, sushi bar and lounge. The dining room complements both the unobstructed lake and city views of the Pacific Northwest, as well as the searing culinary heartbeat of its open wood fire grill.

Elevated dining from the 31st floor, Ascend Prime offers Bellevue's best views in an unparalleled dining experience. The Asian-influenced, contemporary steak and sushi restaurant plates aged prime and Wagyu beef along with premium seafood and innovative sushi with an American twist. Expert mixologists craft visionary cocktail offerings, while a team of sommeliers curate a 20-page wine menu to impress any enophile.

The restaurant is the flagship project for Ascend Hospitality Group, developers of world-class hospitality and culinary experiences led by Bellevue business and community leader, Elaina Morris, and her partners Paul Herber and Jeffrey Frederick.

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FAST FACTS

CONCEPT: Ascend Prime Steak & Sushi is a contemporary steakhouse and sushi bar on the 31st floor of Lincoln South Tower. The kitchen is centered around a wood-fire hearth and the dining rooms offering 360-degree views of downtown Bellevue, Washington.

PRESS CONTACT: Erin James, Ascend Hospitality Group
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HOURS: 3-11 pm daily in the lounge, 5-11pm in the dining room, private dining rooms available for breakfast, lunch, and dinner.

OWNERS: Elaina Morris, Paul Herber, Jeffrey Frederick

EXECUTIVE CHEF: Brandon Muehl

GENERAL MANAGER: Caleb Lavin

CUISINE: Steakhouse and sushi

MENUS: Regularly offering six unique menus, from the dining room and lounge to children's and plant-based.

YEAR OPENED: 2018

SEATING: The 22,000-square-foot restaurant seats 198 in the dining room, 139 in the lounge, 162 in private dining, and 128 across four patios.

SOCIAL MEDIA PRESENCE



4,820
followers



8,000
followers



12
followers





THE PEOPLE

ELAINA MORRIS | CO-OWNER

Elaina Morris is the CEO, co-founder, and co-owner of Ascend Hospitality Group (AHG), Ascend Prime's restaurant group. She is an accomplished CEO, business owner, and community leader with over 20 years' experience developing concepts and creating value in various industries. Through her innovative approach to hospitality and ties to the community, Morris serves as a trustee for the Bellevue Schools Foundation, Bellevue Chamber of Commerce, Samena Club, and YPO Seattle, and is a passionate supporter of local education and associated charitable organizations.

JEFFREY FREDERICK | CO-OWNER

With a diverse background and over 30 years of experience, Jeffrey Frederick is considered a leading expert in the field of restaurant hospitality. Fueled by his deep passion for the industry, Jeffrey spent two decades of his career in senior leadership positions over 10 Las Vegas resorts, directed more than 100 restaurants and was responsible for the development of 60 unique concepts from ground up, many of which are among the most successful brands found in Las Vegas today. Jeffrey left the casino industry in 2014 and has since developed and opened restaurants with his partners and family members in Bellevue and Las Vegas.

PAUL HERBER | CO-OWNER

AHG CFO, co-founder, and co-owner Paul Herber has an extensive background in finance and entrepreneurial endeavors. He has over 20 years experience in the investment management business as a portfolio manager and research analyst at various mutual fund and hedge fund companies. Prior to Ascend Hospitality Group, Herber owned and operated Genesis Games and Gizmos, a local retail concept.



PRIVATE DINING

Ascend Prime Steak & Sushi offers three unique private dining suites. Each perfectly appointed private dining suite offers unobstructed view of the Pacific Northwest with soaring floor-to-ceiling glass windows. Our contemporary suites elevate private dining with modern design, flexible seating arrangements and world-class service.

VERTIGO | Capacity: 2-80 | 1,295-square-feet

This contemporary suite elevates private dining with its modern design, audio-visual capabilities and custom art chandelier titled "Sanctuary."

VISTA | Capacity: 2-60 | 1,065-square-feet

The room comes equipped with retractable walls for a more intimate setting. Offering a private terrace.

VIRTU | Capacity: 2-16 | 555-square-feet

Special features include a private wet bar, soft lounge seating and audio visual capabilities.

FOR MORE INFORMATION, CONTACT
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ACCOLADES & ACCLAIM

Most Romantic Restaurant

425 Magazine, 2021 Best of 425

Best Dessert

425 Magazine, 2021 Best of 425

Best Fine Dining Restaurant

Bellevue Lifestyle Magazine, 2020 Best of Bellevue

100 Best Restaurants of 2020

Seattle Met Magazine

Most Romantic Restaurants in the World

Architectural Digest

Best New Restaurants of 2018

The Seattle Times



PRESS

"Expect the unexpected at soaring Ascend Prime Steak & Sushi... The press release prepared me for the panoramic views, the extravagant décor and the stratospheric prices, but I didn't expect to be so wowed by the food... Everything sampled over two visits revealed precision, imagination and a good bit of swagger to boot."
— Providence Cicero, The Seattle Times

"Ascend Prime Steak & Sushi offers one of a kind experiences and dishes for diners in their elevated restaurant. And we mean elevated literally. Ascend is on the 31st floor of the Lincoln Square Tower in Bellevue, offering unobstructed views of Seattle, the Olympics, the Cascade Range and Lake Washington. Ascend adds to the experience by offering dishes you can't get anywhere else, like steak made from olive-fed beef, so tender it will melt in your mouth."

— Suzie Wiley, KING 5

"I've heard that the main showstopper of the night, view aside, is the food... When the eating begins, though, the backdrop of Mount Rainier, Lake Washington, and the Cascades soon becomes just that: a backdrop. Yes, the flavor is even better than the view."

— Zoe Branch, 425 Magazine



"Patrons who visit a skyscraping eatery like Bellevue's Ascend Prime Steak & Sushi often have low expectations when it comes to what comes out of the kitchen. After all, you're here for the view—not necessarily the food. Ascend delivers with a flashy and indulgent setting and decor. But here's the unusual part: This food, from the Japanese wagyu steak to the wagyu beef sushi roll, is so good it would be worth a visit even without the view."

— Chelsea Lin, Seattle Magazine



"Ascend Prime Steak and Sushi, one of Bellevue's newest restaurants, has thoughtfully set the tone for an exceptional omakase experience—from the design of the sushi bar to the quality of fish and experience and accolades of the sushi chef. While Ascend is mostly known for its steak and sensational views, one may not realize that their sushi counter offers a world-class experience worth a visit all on its own"

— Caitlin Agnew, Bellevue Lifestyle Magazine

"Ascend Prime Steak and Sushi is possibly the only restaurant between here and Las Vegas that dedicates two full-time staff members simply to the bread plate that comes before dinner... It's an apt precursor to dinner at this steak and sushi temple on the top floor of Bellevue's glossy new Lincoln South Tower."

— Allecia Vermillion, Seattle Met