

THE WALL STREET JOURNAL.

Wednesday, March 7, 2012

GREATER NEW YORK

CITY NEWS



LUNCHBOX | Lure Fishbar

A Power Scene in SoHo

SoHo's Lure Fishbar, styled like some sub-street-level urban yacht, reflects what owner John McDonald calls "a little downtown power scene amongst that younger generation."

Lure's lunch clientele include technology and media folks from Huffington Post, Gawker and Thrillist. "Lure has evolved nicely as SoHo's changed a little bit," said Mr. McDonald, whose other ventures include Burger & Barrel and MercBar.

"Customers have no problem coming here on a regular basis," said Mr. McDonald of the relative healthiness of Lure's raw bar-, sushi- and steamed fish-dominant menu. "You gotta have food that allows [customers] to eat and still feel great."

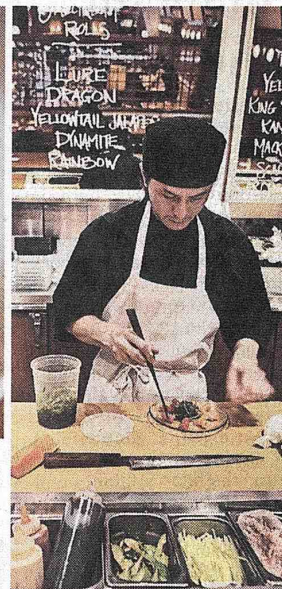
To taste the wide swathe of

cuisines Lure's menu covers, start with a few oysters (from Long Island Blue Points to Kushis from British Columbia \$3-3.75), move on to sushi (sashimi combo, \$42) and perhaps close with the Continent-inflected grilled whole daurade (herbes de provence, dill gnocchi, agro dolce, tomato, \$29).

And, rest assured, there are diet-foiling items like the lobster roll (\$29 with vegetable slaw and salt and vinegar chips) and Lure burger (\$16).

—Kimberly Chou

Lure Fishbar, 142 Mercer St. at Prince Street; open 11:30 a.m. through 11 p.m., Monday through Thursday, 11:30 a.m. to midnight Friday and Saturday, and 11:30 a.m. to 10 p.m. Sunday; 212-431-7676.



Left, the Wahoo Fish Tacos. Top right, sushi chef Akira Nakazana at work. Above, the salmon tartare.

Byron Smith for The Wall Street Journal (3)