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A New Chapter Begins: Pearl & Cade Opens in the Former Plant No. 4 Space

Milwaukee, WI – June 4, 2025 — 41Fork Hospitality is proud to unveil the rebranding of the former Plant No. 4 event space as **Pearl & Cade**, a modern dual-room venue located in Milwaukee’s Historic Third Ward. With a refreshed identity and a renewed vision, Pearl & Cade is now open for bookings and tours.

The space features two distinct rooms under one brand: **Pearl**, the larger main event room, and **Cade**, a smaller, flexible space ideal for intimate events, breakout sessions, or cocktail hours.

Pearl is now event-ready, with only a few finishing touches being added to enhance its soft, modern aesthetic featuring pearl and gold tones and abundant natural light.

Cade, currently a blank canvas, remains available for rental and is perfect for clients seeking a raw, industrial look or the freedom to personalize the space. Design enhancements to Cade are planned for later this year, with updates that will bring warmth, color, and mood to complement the Pearl space.

“Pearl & Cade reflects our vision to bring flexibility and character to Milwaukee’s event scene,” said Kaelyn Cervero, founder of 41Fork Hospitality. “We’re excited to welcome clients into this next chapter and continue building beautiful, intentional experiences in the Third Ward.”

As part of the transition, the team will continue to honor all **existing contracts through June 23, 2025**. All new bookings will move forward under the Pearl & Cade name and brand standards.

Pearl & Cade is also actively curating a list of preferred vendors and creative partners. Industry professionals interested in collaborating are encouraged to reach out via www.pearlandcade.com.

About 41Fork Hospitality

41Fork Hospitality is a Milwaukee-based hospitality group focused on culinary innovation, guest-first service, and curated experiences. Its portfolio includes full-service catering, mobile bar offerings, and distinctive venues like Vault, Noble Catering, Neat Bar & Beverage, and now Pearl & Cade.