

THE WALL STREET JOURNAL.

LUNCHBOX

Catching Fish in the Meatpacking District



While the Meatpacking District may not be known for its fish, lunchgoers can sit down to a seafood lunch at Catch NYC. The restaurant opened in 2011, but it just began lunch service last month.

"We didn't want to rush," Mark Birnbaum, co-owner said. After three years, Catch can also now serve food and alcohol on its rooftop terrace.

Mr. Birnbaum, along with co-owner Eugene Remm and executive chef Hung Huynh, the winner of Top Chef Season 3, created a simple lunch menu to complement an established dinner and brunch.

"People want to eat light,

healthy," said Mr. Remm. "They love our sushi and our fish."

The Catch Lunch (\$28), gives customers a choice of two sushi rolls and is served with Parmesan-truffle fries. Other crowd favorites are the beer-battered mahi tacos (\$24) and the seared tuna niçoise salad (\$24).

For those looking for non-fish options, try the crispy chicken sandwich (\$15) or the beef sliders (\$17); the latter is only served during lunch.

—Christina Kline

Catch NYC, 21 Ninth Ave. at the corner of 13th Street; serving lunch Monday through Friday from 11:30 a.m. to 3 p.m.; 212-392-5978



Top left, the Catch Lunch with sushi rolls and Parmesan-truffle fries. Top right, the dining room at Catch, and above, the beef sliders.