

CLUB: Destaré

By Stephanie Eckelkamp



The brainchild of Christopher Iosua and his two partners, Destaré brings the uniqueness, originality and class associated with larger cities to the historic Dickinson Building in downtown Fitchburg.

“The word destaré is actually Italian for awakening,” Iosua said. Looks like we can finally stop dreaming of an upscale spot for drinks in this corner of North County.

Iosua, who is developing the 1890 Dickinson Building into residential condo units, came up with the idea for Destaré as a means to “...bring energy and excitement to the area. It’s a Manhattan-style bar and there’s really nothing like it in Central Massachusetts.”

With its 15-foot ceilings and 12-foot wall of glass overlooking Main Street, the building provided an “absolutely phenomenal workspace” that called for an equally phenomenal bar. “We spared no expense,” Iosua said.

Destaré’s unique atmosphere is created through its décor and music selection. The bar’s indoor waterfall even impressed Iosua’s business associate from New York. “His jaw just dropped when he saw the light reflect off our indoor waterfall

that flows over glass tiles,” Iosua said. “The Bellagio was the first thing he said came to his mind.”

For music, Iosua has developed a system that caters to two different crowds. “From 4 p.m. to 11 p.m. we’re geared toward our somewhat older martini drinkers with music by people like Frank Sinatra and Dean Martin,” Iosua said. “From 11 p.m. to 2 a.m. we have more contemporary music for the younger crowd.”

Though Iosua classifies it as a martini bar, Destaré offers much more than just drinks. In addition to the 40 martinis, guests can choose from a mouth-watering selection of tasty treats.

“We will definitely have some light food choices like our quesadillas and 11 gourmet paninis,” Iosua said. “We’re really proud of these. We’re not trying to be a place where people come for dinner, but you will be well fed.”

Iosua is also very excited about Destaré’s dessert menu ~ and if you’re a fan of fresh, authentic-Italian pastries, you will be too. “We travel multiple times per week into Boston’s North End and pick up desserts from Modern Pastry to serve along with our cappuccinos and coffee products,” Iosua said.

There is, however, one not-so-New York element to Destaré, but we’re not complaining. Located just beyond the Dickinson Building is a public parking garage with about 350 spaces that’s free after 4 p.m.

Destaré is located at 320 Main Street in Fitchburg. For more information, go to www.destare.com or call 978-345-5734.