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Gage Marine Corporation Becomes the New Owner of the Famous Norton's of Green Lake Supper Club

Third-generation Wisconsin hospitality family deepens Green Lake roots

LAKE GENEVA, Wis., June 1, 2026 — Norton's of Green Lake, the lakefront Wisconsin supper club that has welcomed neighbors and visitors to its tables since 1948, is beginning its next chapter. Gage Marine Corporation, a third-generation, family-led Wisconsin company with more than 150 years of lakefront hospitality heritage, announced today that it has become the new owner of the Green Lake landmark, which will operate as Norton's by Gage.

The transition preserves what generations of guests have come to love about Norton's of Green Lake. The Norton's name, the "Est. 1948" heritage, the supper-club menu classics, and the team that guests know will all remain in place. The restaurant will continue to operate without interruption through the summer 2026 season.

"For 78 years, Norton's has been a place where Green Lake makes memories," said Bill Gage, Jr., third-generation owner of Gage Marine Corporation. "We're not here to change that; we're here to honor it. Our family has spent three generations sharing the lake life with our customers and the communities where we reside. We feel privileged to help carry the Norton's tradition into its next chapter."

Gage Marine is a third-generation, family-led Wisconsin company with roots in lakefront hospitality and marine services stretching back more than 150 years, and a track record of stewarding the traditions and communities it serves. Its Lake Geneva operations include Gage Marine Boat Sales and Service, Lake Geneva Cruise Line, PIER 290 Restaurant, Lake Life Catering, and the Lake Life Store. In 2023, the company expanded into Minocqua, WI



with a second Gage Marine dealership location and the purchase of The Boat House lakefront restaurant with more than 130 years of history. The addition further strengthens Gage Marine's growing commitment to the Green Lake community, where the company established Gage Lakefront Marina in 2025 and has continued to invest in services and experiences that share their love for the lake life. Gage Marine was also honored in 2025 when they were named Dealer of the Year by Boating Industry Magazine.

"Norton's already has everything that matters most: a rich history, a beautiful setting, and a community that cares deeply about it," said FJ Frazier, Chief Operating Officer of Gage Marine Corporation. "Our goal is to honor that legacy while investing in the future, enhancing the experience, creating new traditions for families, and ensuring Norton's remains one of Wisconsin's great lakefront gathering places for generations to come."

Gage Marine expressed gratitude to the current owners for stewarding Norton's as a cherished Green Lake gathering place over the past four years and for entrusting its future to them.

The transition follows a period of careful planning. The previous ownership group, which had stewarded Norton's in recent years, approached Gage Marine to help carry the supper club's tradition into its next chapter, and the two parties worked closely together to ensure a seamless handoff.

"When the time came to plan Norton's next chapter, we knew we wanted an owner with deep Wisconsin roots, real hospitality expertise, and genuine commitment to lakefront communities. Gage Marine was the clear choice," said Joe Pregont, one of the previous owners.

Norton's by Gage continues to serve dinner Wednesday through Sunday on the shores of Green Lake. Starting Tuesday, June 9th, they will be open for dinner Tuesday through Sunday. Then, starting Friday, June 12th, through Labor Day, they will be offering lunch on Friday, Saturday, and Sunday with plans to expand their live music offerings. They will also begin taking reservations for all party sizes over the phone or online at nortonsgreenlake.com starting June 8th. Plans for additional offerings, including specials designed for families, will be shared in the coming weeks.



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About Norton's of Green Lake Established in 1948, Norton's of Green Lake is a beloved supper club where families have been gathering for generations. More than a restaurant, Norton's is a community tradition. Known for fresh walleye, its Friday fish fry, Saturday prime rib, and the timeless supper-club experience, Norton's offers a waterfront dining experience rooted in nostalgia and heartfelt service that has made it a cherished Green Lake landmark for over 75 years. nortonsgreenlake.com

About Gage Marine Corporation Gage Marine is a third-generation, family-led Wisconsin company with more than 150 years of lakefront hospitality and marine heritage. Its operations span Lake Geneva, Minocqua, and Green Lake, including Gage Marine Boat Sales and Service, Lake Geneva Cruise Line, PIER 290 Restaurant, Lake Life Catering, and the Lake Life Store in Lake Geneva, WI; Gage Marine and the Boat House in Minocqua, WI; and Gage Lakefront Marina on Green Lake. gagemarine.com