

Lure Fishbar

142 Mercer Street 10012 · +12124317676 · Updated: Jan 14, 2026

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EAST COAST OYSTERS 3

Blue Point New York	\$4.50
Beau Soleil New Brunswick	\$4.00
East Beach Blonde Rhode Isl	\$4.50

WEST COAST OYSTERS 2

Kumamoto Washington	\$4.75
Kusshi British Columbia	\$4.75

JEWELS OF THE SEA 6

Littlenecks Clams	\$3.00
Shrimp Cocktail	AVAILABLE OPTIONS 6pc: \$24.00 12pc: \$40.00
Snow Crab Claws	\$33.00
8 pc	
Seafood Salad	\$18.00
Chilled 1/2 Lobster	\$24.00
Chilled Whole Lobster	\$37.00

SUSHI & SASHIMI 20

Big Eye Tuna	\$8.00
Yellowtail (Hamachi)	\$8.00
Kanpachi	\$9.00
Shrimp	\$7.00
King Salmon	\$8.00
Arctic Char	\$7.00

Japanese Snapper	\$9.00
Sea Bass	\$7.00
Toro	\$18.00
Shiitake Mushroom	\$4.50
Scallop	\$9.00
Fluke	\$7.00
Octopus	\$7.00
King Crab	\$9.00
Eel (Freshwater)	\$7.00
Sea Eel	\$8.00
Sea Urchin	\$10.00
Egg (Tamago)	\$4.50
Salmon Roe	\$7.00
Kumamoto Oyster	\$4.75

ROLLS: CUT & HAND 13

King Crab California	\$18.00
Yellowtail Scallion	\$15.00
Spicy Big Eye Tuna	\$15.00
Shrimp Tempura	\$15.00
Toro Scallion	\$22.00
Tuna Avocado	\$14.00
Shrimp Cucumber	\$14.00
Avocado	\$9.00
Salmon Avocado	\$15.00
Eel Avocado	\$14.00
Spicy Scallop	\$17.00
Salmon Skin	\$10.00
Cucumber	\$8.00

SHELLFISH PLATEAUX ROYALE 3

Deluxe **\$78.00**

6 Oysters, 4 Shrimp, 4 Clams, 4 Crab Claws, Tuna Tartare, Seafood Salad

Royale **\$148.00**

8 Oysters, 6 Shrimp, 6 Clams, 6 Crab Claws, Alaskan King Crab, 1/2 LB. Lobster, Tuna Tartare, Mussels Escabeche, Seafood Salad

Grand **\$195.00**

12 Oysters, 8 Shrimp, 8 Clams, 8 Crab Claws, Alaskan King Crab, 1 LB. Lobster, Scallop Crudo, Tuna Tartare, Mussels Escabeche, Seafood Salad

CRISPY SUSHI RICE 4

Spicy Tuna **\$25.00**

5 pc

Hamachi Ponzu **\$25.00**

5 pc

Uni Jalapeño **\$27.00**

3 pc

Steak Tartare **\$19.00**

3 pc

SIGNATURE OYSTERS 5

4 Beau Soleil with Pineapple Relish **\$22.00**

4 Blue Point with Caviar & Vodka **\$26.00**

4 Kusshi with Jalapeño Ponzu **\$23.00**

4 Kumamoto with Wasabi Leaf **\$23.00**

Combo 3 of each (12) **\$60.00**

SIGNATURE ROLLS 8

Kenai Roll **\$20.00**

Spicy Wild King Salmon, Cucumber, Scallions, Fried Shallot

Lure House Roll **\$22.00**

Shrimp Tempura, Cucumber, topped with Spicy Tuna

Yellowtail Jalapeño Roll **\$20.00**

Spicy Yellowtail topped with Sliced Jalapeños

Shazam Roll **\$22.00**

Yellowtail, Salmon, Avocado, Kewpie Mayo, Wasabi Tobiko

Rainbow Roll	\$22.00
Tuna, Yellowtail, Salmon, Cucumber, Shrimp, Avocado	
Dynamite Roll	\$20.00
Spicy Scallop topped w/ Spicy Tuna, Yellowtail, Tobiko	
Lobster Tempura Roll	\$23.00
Lobster Tail w/ Tobiko, Spicy Mayo, Cucumber & Avocado	
Hellfire Roll	\$23.00
Spicy Tuna, Cucumber, Tempura Flake, Brûléed Tuna, Avocado, Kimchi Sauce	

SUSHI BAR COMBINATION PLATES 3

Sushi Only	\$58.00
8 pcs sushi + choice of	
Sashimi Combo	\$68.00
7 Varieties of Sashimi	
Sushi & Sashimi	\$76.00
5 pc Sushi, 10 pc Sashimi + choice of	

CAVIAR SERVICE 2

Kaluga
Blinis, Egg Mimosa, Crème Fraîche, Chives
Russian Ossetra
Blinis, Egg Mimosa, Crème Fraîche, Chives

SOUP & SALADS 4

New England Clam Chowder	\$18.00
Littleneck Clams, New Potatoes, Bacon	
Field Greens Salad	\$15.00
Shaved Radish, Cucumber, Grape Tomatoes, Banyuls Vinaigrette	
Chicory Salad	\$23.00
Gorgonzola, Toasted Walnuts, Green Apple, Champagne Vinaigrette	
Caesar Salad	\$23.00
Lacinato Kale, White Anchovies, Soft Egg, Parmesan Crisp	

APPETIZERS 8

Deviled Eggs	AVAILABLE OPTIONS
Crispy Oysters, Pickled Chili	\$18.00
	or Topped with American Caviar: \$20.00

Buffalo Chicken Lollipops	\$18.00
Celery, Bleu Cheese	
Kanpachi Sashimi	\$23.00
Wasabi Leaf, Ponzu	
Tuna Tataki	\$23.00
Ponzu, Oranges, Crispy Shallots, Cilantro	
Salmon Tiradito	\$23.00
Serrano Chili, Miso Yuzu Vinaigrette, Sesame Oil	
Tempura Shrimp	\$23.00
Spicy Sesame Mayo	
Charred Octopus	\$24.00
Crushed Fingerlings, Charred Pepper Vinaigrette, Chili Oil	
Tuna Tacos	\$24.00
Cucumber, Avocado, Soy Vinaigrette	

PASTA 3

Sea Urchin Bucatini	\$38.00
Blue Crab, Toasted Garlic, Crushed Red Pepper, Pane Grattato	
Lobster Fra Diavolo	\$39.00
Squid Ink Tagliatelle, Spicy Tomato, Basil	
Linguine Vongole	\$36.00
Littlenecks, Garlic, White Wine, Lemon, Parsley	

ENTRÉES 12

Steamed Red Snapper	\$37.00
Bok Choy, Roasted Peppers, Red Curry, Jasmine Rice	
Branzino St. Tropez	\$36.00
Whipped Potatoes, Spinach, Crispy Capers, Citrus Brown Butter	
Miso Glazed Salmon	\$38.00
Sugar Snap Peas, Shiitakes, Pea Shoots, Sesame	
Seared Diver Scallops	\$42.00
Savoy Cabbage, Carrots, Whole Grain Mustard Beurre Blanc	
Black Sea Bass	\$38.00
Celery Root, Asian Pear, Chicory Salad, Charred Lemon	
Classic Lobster Roll	\$32.00
Brioche, Vegetable Slaw, Salt & Vinegar Chips	

Alaskan King Crab	\$37.00
Steamed or Grilled, Drawn Butter, Citrus Beurre Blanc	
Whole Stuffed Lobster	
Seafood Stuffing, Garlic-Chili Butter, Grilled Lemon	
Bash Burger	\$25.00
Bacon Onion Jam, Cheese, Shaved Pickles	
Lure Burger	\$25.00
Lettuce, Tomato, Cheese	
Crispy Asian Snapper For Two	\$72.00
Spicy Ginger, Fried Rice, Stir Fry Vegetables	
Whole Fish Simply Grilled	\$42.00
Daurade, Charred Lemon, Chili Oil	

STEAKS ³

Filet Mignon 10oz	\$53.00
New York Strip 16oz	\$49.00
Ribeye 16oz	\$58.00

MARKET SIDES ⁶

Whipped Potatoes	\$10.00
Bok Choy, Toasted Sesame	\$10.00
Blistered Shishitos	\$10.00
Royal Trumpet Mushrooms	\$10.00
Grilled Asparagus, Lemon Vinaigrette	\$10.00
Lobster Mac & Cheese	\$18.00

HOUSE COCKTAILS ⁹

La Piña Picante	\$18.00
tanteo jalapeño infused tequila, pineapple, lime, agave	
Lychee Martini	\$18.00
dorothy parker gin, lychee, cucumber, lemon	
Yuzu Lemon Drop	\$18.00
beluga vodka, yuzu, lemon	

The Last Word	\$20.00
martin miller gin, green chartreuse, luxardo marschino, lemon	
Lure Sake Martini	\$20.00
junmai sake, dorothy parker gin, elderflower liqueur	
Silver Bulleit	\$20.00
bulleit bourbon, lemon, black tea	
Castaway	\$18.00
plantation pineapple rum, lime, egg white, mint	
Smoke & Trouble	\$20.00
el silencio mezcal, passion fruit, lime, thai chili syrup	
Sagamore Bramble	\$20.00
sagamore spirit straight rye, fresh blackberry, lemon	

SPARKLING BY THE GLASS 5

Bailly Lapierre Reserve Cremant Nv Bourgogne	\$16.00
Vincent Careme 'Cuvee T' Vouvray 2017 Loire Valley	\$16.00
Gonet-Medeville 'Tradition' 1Er Cru Brut Nv Champagne	\$28.00
Josep Foraster Cava Brut Reserva Rosé Nv Catalonia	\$15.00
Deutz Brut Rosé Nv Champagne	\$28.00

WHITE BY THE GLASS 7

Muscadet, Domaine De La Fruitière 2019 Loire Valley	\$15.00
Sancerre, Raffaitin-Planchon 2019 Loire Valley	\$20.00
Albariño, Lagar De Costa 2019 Rias Bixas	\$18.00
Aligoté, Fanny Sabre 2015 Côte De Beaune	\$15.00
Pinot Gris, Apolloni 2018 Willamette Valley	\$16.00
Chardonnay, Long Meadow Ranch 2018 Napa Valley	\$18.00
Bourgogne Blanc, Philippe Colin 2018 Côte De Beaune	\$20.00

ROSÉ BY THE GLASS 3

Grenache/Cinsault/Syrah/Cabernet, Rutas 2020 Provence	\$18.00
Montepulciano, Garofoli 2020 Marche	\$13.00
Nerello Mascalese, Di Giovanna 2020 Sicily	\$15.00

RED BY THE GLASS 6

Gamay, Domaine De Robert, Fleurie 2019 Beaujolais	\$15.00
Pinot Noir, Ave8Raen 2019 Willamette Valley	\$20.00
Pinot Noir, Vincent Girardin, Santenay 2016 Burgundy	\$25.00
Malbec, Esperando A Los Barbaros 2019 Mendoza	\$17.00
Cabernet Sauvignon, Alexander Valley Vineyards 2018 Sonoma	\$20.00
Cabernet Sauvignon, 'Lady May' Glenelly 2013 South Africa	\$24.00

SAKE BY THE GLASS 4

Yamahai Junmai, Yoshidagura 'U-Nique', Light, Tropical With A Svelte Texture	\$15.00
Junmai Ginjo, Heaven Ripe Melon, Lemon Peel, Full-Bodied With Soft Mineral Finish	\$17.00
Yamahai Daiginjo 'Chrysanthemum Meadow', Bold With An Imprint Of Honey And Herbs	\$17.00
Nigori Ginjo, Kamoizumi, 'Sumer Snow', Jasmine, Silky, Subtle Sweetness, Delicate Creamy Finish	\$17.00

BEERS 5

Kirin Light	\$10.00
Hitachino Nest White Ale	\$12.00
Brooklyn Lagar	\$10.00
Dogfish Head 60 Min Ipa	\$10.00
Aval Cider	\$10.00

SALADS & APPETIZERS 11

Deviled Eggs	\$20.00
Crispy Oysters, Pickled Chili 18 or Topped with American Caviar	
Field Greens Salad	\$15.00
Shaved Radish, Cucumber, Grape Tomatoes, Banyuls Vinaigrette	
Caesar Salad	\$23.00
Lacinato Kale, Kohlrabi Soft Boiled Egg, Parmesan Crisp	
Sesame Crusted Tuna Salad	\$26.00
Butter Lettuce, Radishes, Avocado, Carrot-Ginger Dressing	

Grilled Chicken Cobb

Bleu Cheese, Bacon, Tomato, Avocado

AVAILABLE OPTIONS

\$22.00

with Shrimp: \$26.00

Avocado Toast

Poached Egg, Crushed Red Pepper, Sea Salt, Filone Bread

\$19.00

Buffalo Chicken Lollipops

Celery, Bleu Cheese

\$18.00

Kanpachi Sashimi

Wasabi Leaf, Ponzu

\$23.00

Tempura Shrimp

Spicy Sesame Mayo

\$23.00

Tuna Tataki

Ponzu, Oranges, Crispy Shallots, Cilantro

\$23.00

Smoked Salmon Platter Royale

catsmo gold smoked salmon, white fish salad soft egg, slice tomato, avocado & onion fresh bagels & latvian pumpernickel

\$68.00

THE BENEDICTS 4

Canadian Bacon

\$19.00

Smoked Salmon

\$22.00

Lobster

\$32.00

Spinach

\$19.00

DIM SUM 4

Pork & Shrimp Potstickers

\$14.00

Chicken & Shiitake Shumai

\$15.00

Shrimp Spring Roll, Sweet Chili Sauce

\$12.00

Lobster Dumplings

\$16.00

SIDES 4

Hash Browns

\$9.00

Thick Cut Bacon

\$10.00

Breakfast Sausage

\$10.00

Grilled Asparagus

\$10.00

CHOICE OF APPETIZER 3

Shrimp Tempura

Toasted Sesame, Spicy Mayo

Spicy Watermelon Gazpacho

Crab Salad, Tomato, Melon, Cucumber, Thai chili, Mint

Tuna Tartar

Cucumber, Pickled Radish, Sea Urchin Sherry Vinaigrette

CHOICE OF ENTRÉE 4

Nori Crusted Tuna

Garlic Fried Rice, Chinese Broccoli, Citrus Emulsion

Miso Glazed Salmon

Sugar Snap Peas, Shiitake Mushrooms, Toasted Sesame Seeds

Herb Roasted Chicken

Summer Bean Salad, Whipped Potatoes, Roasted Garlic Jus

Lure Sushi Combo

4 Pieces of Sushi & 1 Maki Roll

CHOICE OF DESSERT 2

Molten Chocolate Cake

Salted Caramel Ice Cream, Fresh Berries, Chantilly

Meyer Lemon Panna Cotta

Mixed Berry Compote, Toasted Pistacios

COCKTAILS 2

Watermelon Basil Vodka Drink

vodka, watermelon, fresh basil

\$15.00

Soho Spritz

proseco, luxardo, soda

\$15.00

SAKE 1

Nigori Ginjo, Nagurayama, " Snow White"

\$15.00

SPARKLING 1

Vincent Careme Vouvray Petillant 'Cuvee T' 2017 Loire Valley

\$15.00

WHITE 2

Ametzoi Hondarrabi-Zuri 2017 Getariako Txakolina, Euskadi **\$15.00**

Manoir Du Capucin Pouilly Fuisse 2018 Bourgundy **\$15.00**

ROSE ¹

Di Giovanni Nerello Mascalese 2020 Etna, Sicily **\$15.00**

RED ²

Patrick Noel Pinot Noire 2019 Sancerre **\$15.00**

Kuyan By Antiyal Syrah/Cabernet 2019 Maipo Valley, Chile **\$15.00**