

For the Waukesha community, Tuesday was more than just a grand reopening; it was the restoration of a 33-year tradition. The shop, which had been a staple of the area for over three decades, was reduced to rubble following a massive inferno on November 19, 2022.

The fire, which broke out shortly after midnight, was reported by a passerby just one hour after the final staff member had locked up for the evening. Firefighters battled the blaze for 90 minutes, but the intensity of the flames left the structure a total loss.

In the aftermath, fire investigators conducted a thorough probe into the cause of the disaster. While they ultimately determined that no foul play was involved, they were unable to pinpoint an exact ignition source due to the extensive damage caused by the fire.

Despite the setback, the owners remained committed to the Waukesha community. Following a lengthy period of demolition and a full-scale rebuild, the custard stand is back in business, serving the classic menu that made it a local favorite for generations.

In a statement released to celebrate the reopening, the Oscar's team expressed profound gratitude to their loyal customer base, who offered steady encouragement throughout the long reconstruction process.

"After a long wait, a full rebuild, and so much anticipation from this amazing community... today was a really special day for all of us," the statement read. "To everyone who checked in, followed the progress, shared memories, sent encouragement, and patiently waited for us to reopen—thank you. Your support meant more than you know."

As of Tuesday, the Moreland Boulevard location is once again fully operational, offering its signature burgers, fries, and custard. For many residents, the reopening signifies the end of a long wait and the return of a piece of Waukesha's culinary history.

"We're beyond excited to welcome you back for burgers, fries, custard, and all your Oscar's favorites once again," the owners added.