

Gordon Ramsay Brings British Invasion to the Las Vegas Strip With a Double-Decker Bus and Traditional British Sunday Roast

Chef Celebrates Opening of Gordon Ramsay Pub & Grill at Caesars Palace and Gordon Ramsay BurGR at Planet Hollywood Resort & Casino

Suggested Tweet - Gordon Ramsay brings British Invasion to Vegas @GordonRamsay01 for opening #GordonRamsayPubGrill and #burGR

PR Newswire
LAS VEGAS

LAS VEGAS, Jan. 29, 2013 /PRNewswire/ -- Celebrated Chef Gordon Ramsay took over the Las Vegas Strip Sunday as he traveled between his two newest restaurants in an appropriately themed red, double decker bus to celebrate the openings of Gordon Ramsay Pub & Grill at Caesars Palace and Gordon Ramsay BurGR at Planet Hollywood Resort & Casino. Ramsay showcased the ingredients and methods that differentiate Gordon Ramsay BurGR at Planet Hollywood Resort & Casino from any other burgers in Las Vegas. At Gordon Ramsay Pub & Grill at Caesars Palace, Ramsay introduced the traditional British Sunday Roast to the Las Vegas Strip complete with roasted prime beef rib eye, fingerling potatoes, parsnips, minted English peas and classic Yorkshire pudding.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/59287-caesars-palace-gordon-ramsay-pub-grill-planet-hollywood-burgr-vegas-strip>

(Photo: <http://photos.prnewswire.com/prnh/20130129/MM29675>)

The opening of Gordon Ramsay Pub & Grill at [Caesars Palace®](#) on Dec. 18 and BurGR Gordon Ramsay at [Planet Hollywood Resort & Casino](#) on Dec. 22 follows the highly successful opening of Gordon Ramsay Steak at [Paris Las Vegas](#) last May. This is the first time that the Las Vegas Strip has welcomed two different restaurants in two different locations opening within a week of each other from the same chef. The newest restaurant openings mark three Gordon Ramsay restaurants to open in Las Vegas in less than a year, expanding his relationship with Caesars Entertainment Corp.

"The two things missing on the strip were a great burger restaurant and an authentic pub & grill, so we're very excited to be opening these two very different, but equally vibrant new restaurants in Vegas for guests to enjoy," said Ramsay.

Gordon Ramsay Pub & Grill, the neighborhood restaurant conceptualized by the award-winning chef, opened Dec. 18. The 290 seat restaurant offers the UK chef's take on an authentic English pub experience in Las Vegas.

Under the culinary leadership of Executive Chef Jeremy Berlin, the novel pub and grill concept presents as if it is two unique restaurants. The grill section of the restaurant features a relaxed and friendly setting with dishes including Scottish salmon, lamb T-bone, Irish beef cheek stew with spotted dog and potted triple chocolate trifle for dessert. The pub features elevated British pub food in a comfortable and lively setting showing sporting events from across the world on state of the art entertainment systems. The pub includes 24 beers served on tap plus 63 bottled beers including a selection of large format varieties. With an eye towards dishes that pair well with beer, the pub menu includes English ale onion soup, shepherd's pie, sausages, and

the classic pub fish and chips.

The center piece of the restaurant is a striking bar with an array of beer taps and a backdrop reminiscent of iconic British telephone booths. A patio area extends the restaurant towards the casino floor where guests can be part of the action. Tabletops are comprised of rustic, pottery inspired dishes layered with unprocessed woods and rugged serving vessels. The uniforms are inspired by the English punk scene and feature a number of multi-media pieces designed by Allison Leach, a continuing trend with Gordon Ramsay's Las Vegas restaurants. With proximity to the Colosseum, the entrance of The Forum Shops and the self-parking garage, the restaurant is a convenient location for both locals and visitors enjoying Caesars Palace amenities.

Four days after the opening of Gordon Ramsay Pub & Grill, the celebrated chef opened his first burger experience restaurant, Gordon Ramsay BurGR at the center-Strip Planet Hollywood Resort & Casino. BurGR, a name that plays on the celebrity chef's initials, is located steps from the famous Las Vegas Strip at the entrance of Planet Hollywood Resort & Casino adjacent to the Extra! Lounge.

The BurGR menu takes the traditional burger, fries and milkshake comfort food combination to an entirely new level with selections like pork belly bao buns, sweet potato fries with vanilla powdered sugar and pudding shakes—a heavenly combination of thick milkshake and silky pudding. Whether traditional or unique burger preparations they are be crafted using the freshest, quality ingredients. Paying special attention to not only the ingredients but the method, beef patties are cooked over an open flame fueled by hard woods, BurGR is the only gourmet burger restaurant on the Strip to use this technique, creating a more complex and powerful flavor.

Not to be neglected, the beverage program features an extensive beer list and robust cocktail program. Focusing primarily on small and large format American craft beers, BurGR serves 30 beers—all from a stunning frozen tap wall—with a selection of bottled beer. The cocktail program features a selection of traditionally made cocktails, crafted with fresh ingredients with made-from scratch syrups.

With a location that draws on the energy of both the casino and the nearby Miracle Mile shops, the room is designed in a youthful way with a stylish and modern ambience. The vividly colored room seats 200 and is be accented by an undulated ceiling, steel and concrete floor and open kitchen. The uniforms, designed by Allison Leach, contrast the bright colors of the restaurant with their muted tones.

For additional information, hi resolution photography and broadcast quality video please visit:

<http://caesars.thedigitalcenter.com>

GORDON RAMSAY

Scottish by birth, Gordon Ramsay was brought up in Stratford-upon-Avon, England. With an injury prematurely putting an end to any hopes of a promising career in football, he went back to college to complete a course in hotel management. His dedication and natural talent led him to train with some of the world's leading chefs, such as Albert Roux and Marco Pierre White in London, and Guy Savoy and Joel Robuchon in France.

In 1993 Ramsay became chef of Aubergine in London. Within three years, he was awarded two Michelin stars. In 1998, at the age of 31, Ramsay set up his first wholly owned and namesake restaurant, *Restaurant Gordon Ramsay*, which quickly received the most prestigious accolade in the culinary world – three Michelin stars. Today, *Restaurant Gordon Ramsay* is London's longest-running restaurant to hold this award, and Ramsay is one of only four chefs in the U.K. to maintain three stars.

Now internationally renowned, Ramsay has opened a string of successful restaurants across the globe, from Italy to the United States. The group continues to grow with recent openings such as *Bread Street Kitchen* in

London's City district; two ventures in Doha, Qatar; *Gordon Ramsay Steak* at Paris Las Vegas; and *The Fat Cow* in Los Angeles. Ramsay received an OBE (Order of the British Empire awarded by Queen Elizabeth II) in 2006 for services to the industry.

Ramsay has also become a star of the small screen both in the U.K. and internationally, with U.K. shows such as GORDON'S GREAT ESCAPES, GORDON RAMSAY: SHARK BAIT and GORDON BEHIND BARS, as well as four top-rated FOX shows that air in more than 200 countries worldwide: KITCHEN NIGHTMARES, HELL'S KITCHEN, MASTERCHEF and HOTEL HELL. He is also a published author of a number of books, many of which have become bestsellers around the world, most notably his autobiography, *Roasting in Hell's Kitchen*.

Ramsay has a global partnership with WWRD (Waterford®, Wedgwood®, Royal Doulton®), which offers quality home and lifestyle products.

He lives with his wife, Tana and four children, along with their bulldog Rumpole and two cats. He divides his time between Los Angeles and South London.

PLANET HOLLYWOOD RESORT & CASINO

Planet Hollywood Resort & Casino is the newest member of the Caesars Entertainment® family and is a full partner in Total Rewards®. The hottest property on the Las Vegas Strip with 2,500 beautifully designed guest rooms and suites showcasing the best views in town, Planet Hollywood encompasses more than 100,000 square-feet of gaming, several lounges, nine restaurants including Gordon Ramsay BurGR, KOI, Strip House, the award-winning Spice Market Buffet and LA's Pink's Hot Dogs, and the Planet Hollywood Spa by Mandara. The mega resort is also home to the sexy striptease spectacular PEEPSHOW, and Grammy® Award-winning recording artist CeeLo Green will premiere his new Las Vegas resident show, "CeeLo Green is LOBERACE" in Feb. 2013. The property is encircled by Miracle Mile Shops with more 170 specialty stores and restaurants. For more information, please visit www.planethollywoodresort.com or caesars.thedigitalcenter.com to access media materials and request high-resolution images. Find Planet Hollywood on [Facebook](#) and follow on [Twitter](#).

CAESARS PALACE

Reigning at the heart of the Las Vegas Strip, Caesars Palace features 3,960 hotel guest rooms and suites, including the brand new Octavius Tower and 180-room Nobu Hotel. The 85-acre resort offers 25 diverse dining options including celebrity chef-branded restaurants by Gordon Ramsay, Bobby Flay and Guy Savoy, nearly 130,000 square-feet of casino space, a five-acre Garden of the Gods pool oasis and the award-winning Qua Baths & Spa. The Forum Shops at Caesars showcases more than 160 boutiques and restaurants and the 4,300-seat Colosseum spotlights world class entertainers such as Celine Dion, Elton John, Rod Stewart, Jerry Seinfeld and Shania Twain. For more information, please visit www.caesarspalace.com or caesars.thedigitalcenter.com to access media materials and request high-resolution images. Find Caesars Palace on [Facebook](#) and follow on [Twitter](#).

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