

Giada De Laurentiis' First-Ever Restaurant, GIADA, is Now Open at The Cromwell Las Vegas

The Emmy Award-winning celebrity chef and New York Times best-selling author is proud to debut her first and only restaurant

LAS VEGAS, June 3, 2014 /PRNewswire/ -- The most anticipated restaurant opening of 2014, Giada De Laurentiis' first restaurant, [GIADA](#), is now open at [The Cromwell Las Vegas](#). The cornerstone of the boutique hotel and casino, GIADA boasts priceless views, signature dishes and a warm and inviting atmosphere, all a reflection of De Laurentiis' vision.

Last night, Clairol Natural Instincts sponsored the grand opening celebration for brand spokesperson De Laurentiis, who changed her Natural Instincts shade to Amber Shimmer for the occasion, offering invited guests a first look at the space in advance of the restaurant's official opening day today.

For broadcast quality b-roll, visit: <https://private.filesanywhere.com/caesars/fs/v.aspx?v=896b6b8ea2a073bdad67>

For high res and additional images, visit: <http://caesars.thedigitalcenter.com>

"When guests come to GIADA, I want them to feel like they are coming to my house for dinner," said De Laurentiis. "All the details of the restaurant are near and dear to my heart. My family was a big inspiration and you can see their influence in the art, decor and dishes. Between the breathtaking view and the delicious food, I hope my guests will feel that GIADA captures the kind of atmosphere that brings that Vegas energy to life."

Located on the second story of The Cromwell, above the most exciting and dynamic intersection in the world, GIADA accommodates nearly 300 guests and encompasses three dining experiences – a dining room, a lounge and a terrace. The priceless views of the Bellagio fountains, Caesars Palace and Bally's Grand Bazaar Shops, make every seat in the space an unforgettable experience

De Laurentiis' heart and soul can be felt in every piece of the restaurant — all elements from the food and decor to the atmosphere provide guests with the feeling that they are in the chef's home, dining with the her and her family.

As guests first enter GIADA they are welcomed by a warm and inviting atmosphere as well as the intoxicating aroma of fresh baked breads and pizzas. The eye-catching antipasti bar, a first for Italian eateries in Las Vegas, encompasses separate pizza and bread ovens and a pasta stand where chefs will be rolling homemade pasta.

GIADA's menu embraces De Laurentiis' Roman heritage, mirroring her passion for Italian cooking with vibrant, Californian influences. GIADA utilizes the freshest ingredients to create a new take on the traditional Italian cuisine, while staying true to classic favorites. Signature dishes include Lemon Spaghetti, Roasted Chicken for Two Caccitore-style, Chicken Marsala Meatballs, a bone-in Tuscan Ribeye, and a unique dessert cart featuring fresh Lemon Ricotta Cookies and homemade gelatos is not to be missed.

The restaurant offers a robust wine list artfully crafted from new and old world wines as well as a beautiful wine display. Signature cocktails offer a fresh new twist on standard ingredients, and many pay tribute to her late grandfather by naming several cocktails after movies he produced, such as the Jane Fonda classic *Barbarella*.

De Laurentiis is proud to be a part of the Las Vegas culinary community and wants all guests to feel as though they are members of her family, including the locals. So much so, she created a special phone number for locals to call for information on the restaurant and to make reservations. That local line is 702-667-1799.

GIADA is open daily from 5 p.m. to 10:30 p.m. Sunday to Thursday and 5 p.m. to 11 p.m. Friday and Saturday. For information or to make reservations, please call 855-GIADAS1.

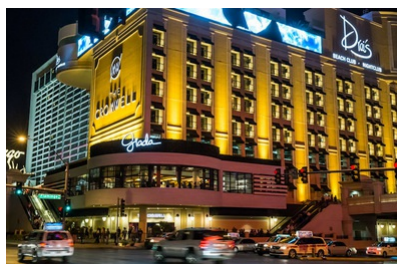
ABOUT CHEF GIADA DE LAURENTIIS

Emmy Award-winning, globally renowned celebrity chef, television personality and New York Times best-selling author, [Giada De Laurentiis](#) brings her extensive culinary background to her new restaurant. De Laurentiis cultivated her staple Italian cuisine in the kitchen of her grandfather's restaurant and later commenced her culinary career at the prestigious Le Cordon Bleu in Paris. Since her debut in 2002, De Laurentiis has become one of the *Food Network's* most recognizable faces, starring in many TV shows, "Everyday Italian," "Giada At Home," "Giada's Weekend Getaways," "Giada in Paradise: Capri, Santorini, Monaco and Thailand," and the highly popular series, "Food Network Star." She is also a correspondent on NBC's *Today*, where she highlights current trends in travel, cuisine and lifestyle. De Laurentiis is the author of seven cookbooks, all of which have charted on the *New York Times* best-seller list, along with her recent releases: *Giada De Laurentiis's Recipe for Adventure: Naples!, Paris!, and Hong Kong!* the first three books in a new children's chapter book series that transports readers to famous food cities around the world, with the fourth book, *New Orleans!* coming soon; and *Giada's Feel Good Food*, a collection of Giada's secrets for staying fit and her healthy recipes. Her culinary empire continues to expand with the opening of her first restaurant, at The Cromwell. De Laurentiis currently resides in Los Angeles with her husband Todd and daughter, Jade.

ABOUT THE CROMWELL

Caesars Entertainment Corporation, the world's largest casino-entertainment company, opened its doors as part of a soft opening on Monday, April 21st. The Cromwell - the Strip's first, stand-alone boutique hotel, recently completed a \$185 million renovation of the former Bill's Gamblin' Hall & Saloon, the resort is situated on the bustling corner of Las Vegas Boulevard and Flamingo Road. The Cromwell will bring an exclusive, luxury lifestyle hotel experience to the Strip, focusing on hospitality, amenities and personalized service. An intimate collection of 188 rooms and suites, a 40,000 square-foot casino space, and the first-ever restaurant by celebrity chef and television personality Giada De Laurentiis will set the resort apart, while the rooftop pool experience will redefine Las Vegas nightlife culture. Drai's Beach Club - Nightclub, designed and operated by nightlife impresario, Victor Drai, will span 65,000 square-foot with day and nightlife experiences boasting open-air, panoramic views from 11 stories above the iconic Las Vegas skyline. For more information visit www.thecromwell.com like us on Facebook <http://facebook.com/cromwellvegas> or follow us on Twitter <http://twitter.com/cromwellvegas>.

Video - <http://origin->



qps.onstreammedia.com/origin/multivu_archive/PRNA/ENR/94044-940501_giada_grand_opening_06_02_14.mp4

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SOURCE The Cromwell Las Vegas

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<http://caesars.mediaroom.com/2014-06-03-Giada-De-Laurentiis-First-Ever-Restaurant-GIADA-is-Now-Open-at-The-Cromwell-Las-Vegas>