

The Ultimate High Roller Chocolate Experience Above the Las Vegas Skyline Begins Today at The LINQ Promenade

North America's First In-Cabin Chocolate Tasting with Ethel M Chocolates

LAS VEGAS (Sept. 1, 2016) – Today, the High Roller, the world's tallest observation wheel, as launches the in-cabin chocolate tasting experience with Ethel M Chocolates. At 550 feet in the air, this is the first tasting experience of its kind in North America where guests learn about the origins of chocolate and how the pieces were created, all while focusing their attention on the aroma, taste and texture. The 30-minute (one rotation) adventure includes a chocolatier ambassador showcasing five different types of pieces and the story behind them.

Upon arrival, each guest receives one voucher for a complimentary glass of wine which can be picked up in the Sky Lounge prior to boarding. From there, they embark upon the High Roller where their immersion into the world of chocolate begins. The chocolatier advises guests to clear their minds and palates as the first piece is featured. They are encouraged to smell then savor every single bite. Interaction and engagement are encouraged so participants can compare and contrast their sensations and textures. Ethel M sets out various signature and popular pieces, as well as exclusive seasonal pieces when available.

"We love creating new and exclusive ways for guests to experience the best views of the city. In this particular case, it's all the more unique since Ethel M is also based in Las Vegas," says Bob Morse, president of hospitality, Caesars Entertainment. "It was obvious that with Ethel M's history, loyal customer base and incredible attention to detail, they would be an excellent partner to make this vision a reality."

"We're excited to introduce and share Ethel M Chocolates in a unique way to new and loyal customers," says Oren Young, general manager, Ethel M Chocolates. "Only in Vegas can guests ride the world's tallest observation wheel while enjoying locally handmade gourmet chocolates."

Guests may book in advance or upgrade their current [general admission ticket](#) for an additional \$15 per person.

Tastings are available every Thursday from 5 p.m. to 8:30 p.m., with the final experience of the night taking place at 8 p.m. Standard admission pricing is \$52 per person. A private cabin can be purchased for \$1,500. Each chocolate tasting cabin can accommodate up to 15 guests.

To make a reservation or for more information, please call [\(702\) 322-0593](tel:702-322-0593) or visit www.HighRollerLV.com. [Click here](#) for additional press kit information and [here](#) to download photos.

ABOUT THE LINQ PROMENADE AND HIGH ROLLER

The LINQ Promenade, an open-air shopping, dining and entertainment district, anchored by the world's tallest observation wheel, the High Roller, has redefined the iconic Las Vegas skyline. Located at the heart of the world-famous Las Vegas Strip, The LINQ Promenade features more than 30 unique retail, dining and entertainment venues – including the first In-N-Out Burger on the Strip (opening fall 2016), Gordon Ramsay Fish & Chips (opening late summer 2016) and Brooklyn Bowl – and plays host to a variety of special events, festivals and more. Topping out at 550 feet, the High Roller observation wheel, voted "Best Attraction of 2015," "Best Amusement Ride of 2015" and "Best Place to View the City of 2015" by the readers and editors of the *Las Vegas Review-*

Journal, is the focal point of the unique urban entertainment district. The wheel's 28 glass-enclosed cabins feature an interactive experience including video and music that fade away to unveil spectacular views of the famed resort city in the 30 minutes it takes to complete one full revolution. Each cabin accommodates up to 40 people. The Happy Half Hour experience for guests ages 21 and over and includes an open bar inside the cabin during the 30-minute ride. Cabins are available for individual or group experiences. For more information, please visit TheLINQ.com or the Caesars Entertainment Las Vegas [media room](#). Find The LINQ on [Facebook](#) and follow on [Twitter](#) and [Instagram](#).

ABOUT ETHEL M CHOCOLATES

Ethel M Chocolates are manufactured by Mars Chocolate North America, dedicated to creating authentic chocolates with no preservatives. Ethel M Chocolates are available in multiple locations throughout Southern Nevada, online at www.EthelM.com or by phone at 800-438-4356. The Ethel M Chocolate factory and Botanical Cactus Garden are located at 2 Cactus Garden Drive in Henderson. For more information on the Botanical Cactus Garden, events, store hours, locations and ordering products, please visit us online or follow us on Facebook, Twitter, Instagram and Pinterest.

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