

ICONIC CHINESE-AMERICAN CHEF AND AUTHOR MARTIN YAN TO OPEN FIRST LAS VEGAS STRIP RESTAURANT AT HORSESHOE LAS VEGAS

Chef Yan's First Nevada Restaurant Will Celebrate Diverse Asian Flavors and Signature Brand of Entertainment

LAS VEGAS (February 8, 2022) – James Beard Award Winner and public television star [Chef Martin Yan](#) will bring his internationally loved style and flavors to the newly rebranded [Horseshoe Las Vegas](#) in the third quarter of 2022. The Chef's first Las Vegas restaurant, M.Y. Asia, will celebrate many of Asia's beloved dishes and preparations and bring authentic Asia to the resort, which will begin a transformation from Bally's Las Vegas into Horseshoe Las Vegas in the spring of 2022.

A National Icon

The title star of public television station's (APT) *Yan Can Cook*, Chef Yan's high-energy hosting, extraordinary charm, and approachable recipes have brought Asia into American homes since 1982. A culinary powerhouse, Chef Yan has hosted over 3,000 shows while guest-starring on many more – earning two James Beard Awards and an Emmy.

The international food ambassador has published over 30 cookbooks and continues to host events, tours, and social media videos. His adventures into the various cultures and communities of Asia have brought new focus and understanding into the depths and flavors of Asian cuisine.

"It is a pleasure and an honor at ATM-Yan to help bring our friend and partner iconic Chef Martin Yan and his team to Horseshoe Las Vegas," said Adam Odegard, Managing Partner at ATM Hospitality. "This exciting food and beverage experience will be the first of its kind, with Chef Martin Yan's special brand of "Yan-tertainment" that has made him a favorite for decades."

Updated Traditions

True to Chef Yan's style, M.Y. Asia diners will enjoy flavors from across the continent including specialties from China, Japan, Vietnam, and Thailand. Peking Duck, hand-pulled noodles, dim sum, and fresh live seafood anchor the seasonal menu. Chef Yan and his team will create a menu that offers traditional dishes and fresh takes.

"We are thrilled to welcome Chef Martin Yan and his first Las Vegas restaurant to the newly rebranded Horseshoe Las Vegas," said Jason Gregorec, SVP and General Manager of Horseshoe Las Vegas. "As part of a multimillion-dollar transformation of Bally's into Horseshoe, M.Y. Asia is one of several new experiences our guests can look forward to enjoying at the center-Strip resort."

A High-Energy Space

Designed by PGAL, the reimagined space is designed to match the energy and enthusiasm of Chef Yan. Diners can kick off the night at the Lucky Bell Bar – a Yan signature, before heading into the 130-seat dining room. Guests will be transported into the kitchen with a hand-pulled noodle bar and wok kitchen that allows a full look into the chef team at work. Lively murals and natural textures combine to create an inviting space made for engaging and delicious meals for all occasions.

Takeout guests will be treated to digital carryout lockers – adding whimsy and a wink to Chinese takeout while keeping the experience contact free.

"I want to invite guests to taste and see the action, and what we will bring to the Las Vegas Strip," said Chef Yan. "Diners will not only discover and taste our amazing dishes, but also our version of entertainment, making it an unforgettable experience."

ABOUT M.Y. ASIA

The first Las Vegas restaurant from celebrated Chef Martin Yan and hospitality veterans ATM Hospitality, M.Y. Asia celebrates the best of the continent. With Chef Yan's signature Yan-tertainment and bold but approachable flavors in classic dishes and new favorites. M.Y. Asia will open at Horseshoe Las Vegas in 2022. Follow M.Y. Asia for updates on Facebook and Instagram.

ABOUT MARTIN YAN

For four decades, legendary chef Martin Yan has educated and entertained millions around the world. His *Yan Can Cook* series (3,500 shows and counting) is one of the longest running cooking programs from Singapore to San Francisco. Beyond the public airwaves Chef Yan's business enterprise includes several successful restaurant ventures, 30 plus cookbooks, countless public appearances, and culinary consulting projects for many Fortune 500 businesses. Always eager to lend a hand to worthy causes, Chef Yan is active in helping many charitable foundations in their fundraising efforts. He's also a frequent judge and panel member in numerous national and

international culinary competitions, including the Iron Chef on the Food Network (U.S. / Canada / Vietnam). Follow Chef Yan on [Facebook](#) and [Instagram](#).

ABOUT BALLY'S LAS VEGAS

Bally's Las Vegas, which will begin a transformation into legendary casino brand Horseshoe Las Vegas in the spring of 2022, is located at the center of the world-renowned Las Vegas Strip, across from Caesars Palace and next to Paris Las Vegas. The 44-acre resort consists of two 26-story hotel towers with more than 2,800 guestrooms, including the renovated [Resort Rooms](#) and 244 [suites](#). For entertainment, Bally's Las Vegas offers "EXTRAVAGANZA - The Vegas Spectacular" on the iconic Jubilee Theater stage and The Magic Attic, a 3,685-square-foot showroom exclusively for magic-inspired productions. Dining options include Burger Brasserie, the Bally's Food Court, Nosh Deli, LavAZza and Chef Martin Yan's first Las Vegas restaurant, M.Y. Asia (coming soon). The resort also offers a fitness center, a tennis complex, the Blu Pool at Bally's and attractions such as Twilight Zone by Monster Mini Golf and REAL BODIES at Bally's Las Vegas. Bally's Las Vegas features nearly 70,000 square feet of casino space, including the Caesars Race & Sportsbook at Bally's with stadium-style seating. Bally's Las Vegas is operated by a subsidiary of Caesars Entertainment, Inc. (NASDAQ: CZR). For more information, please visit ballyslasvegas.com or the Caesars Entertainment Las Vegas [media room](#). Find Bally's Las Vegas on [Facebook](#) and follow on [Twitter](#) and [Instagram](#). Must be 21 or older to gamble. Know When To Stop Before You Start.® If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-522-4700 ©2021, Caesars License Company, LLC.

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