



## **ROSA MEXICANO TO BRING AN ELEVATED FIESTA TO MIRACLE MILE SHOPS LAS VEGAS IN LATE 2023**

*The iconic Mexican fine dining restaurant will be serving up signature menu items, to-go margaritas and more at its first Las Vegas location*

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**LAS VEGAS, NV** – (January 11, 2023) – Today, [Rosa Mexicano Restaurants](#) announced plans to open its first Las Vegas location in the iconic [Miracle Mile Shops](#), located directly on the bustling Las Vegas Strip, with a fantastic Strip-front patio in late 2023. Marking the dynamic brand’s largest location, Rosa Mexicano Las Vegas features an immersive, vibrant atmosphere and an eclectic, made-from-scratch menu steeped in Mexican culture and tradition, including Rosa’s famous tableside guacamole, house-made mole, award-winning margaritas and more.

“We are thrilled to be opening Rosa Mexicano in one of the best dining cities in the world, right on the iconic Las Vegas Strip - and in such great company, and to be part of the great renovations taking place with Miracle Mile Shops. It’s truly an exciting moment in our expansion,” said Jim Dunn, CEO of Rosa Mexicano. “Our authentic Mexican cuisine, which emulates our founder, Josefina Howard’s vision of introducing Mexican culinary traditions and heritage to the world, will surely bring a fresh take on Mexican food, authentic Mexican heritage, and culinary techniques.”

“We look forward to welcoming New York based upscale Mexican eatery, Rosa Mexicano, the company’s first restaurant in the southwest, to our list of dining destinations at Miracle Mile Shops,” said Robert Buchanan, Vice President, General Manager of Miracle Mile Shops. “The restaurant features Mexican cuisine in a stylish, “elevated fiesta” atmosphere. We know it will not be long before it becomes a favorite of locals and tourists alike.”

The menu showcases authentic Mexican cuisine, both sophisticated and innovative, featuring some of Rosa’s classic dishes such as their signature guacamole, quesadillas, parrilladas, with a variety of mouthwatering taco plates, which all pay tribute to Mexico’s richly varied culinary regions. In addition, guests will also have a chance to indulge in Rosa Mexicano’s renowned beverage program, which boasts over 100 varieties of tequila and agave-based spirits. For travelers on the go, the Las Vegas location will

feature a to-go frozen margarita bar with an array of Rosa Mexicano's most delectable and refreshing drinks to choose from, so guests can have a taste of Mexico while enjoying what Las Vegas has to offer.

The restaurant, helmed by Rosa Mexicano Vice President of Culinary, Manuel Trevino, will feature dramatic design elements familiar to fans of the brand, transporting guests on a culinary journey. Surrounded with bright pink colors from floor to ceiling, and a beautiful balcony overlooking The Strip, and an assortment of dining areas, including the bold and vibrant pink room perfect for any occasion. The 12,341 square-foot dining destination will offer various seating areas with a capacity of about 430 guests, three exciting bars, with a to-go frozen margarita station, a private events dining room for seating up to 100, and an expansive outdoor patio and a bar for 80 with a fun Rosa Mexicano truck, all conveniently centered on the Las Vegas Strip. As a multi-experience venue, this restaurant plans to give guests an experience they won't forget.

With current locations in New York, Pennsylvania, Massachusetts, New Jersey, Connecticut and Maryland, as well as upcoming openings in Virginia and Florida, Rosa Mexicano Las Vegas is the addition you won't want to miss.

For more information on Rosa Mexicano, visit [www.rosamexicano.com](http://www.rosamexicano.com).

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#### **About Rosa Mexicano**

Headquartered in New York, Rosa Mexicano set a new standard for Mexican fine dining when it first opened its doors on the Upper East Side in 1984. Chef founder Josefina Howard played a leading role in defining what was then a revolutionary 'new' cuisine for American diners. Rosa Mexicano continues to deliver authentic, regionally inspired Mexican cuisine in a stylish, "elevated fiesta" atmosphere. For generations, the signature guacamole and frozen pomegranate margarita have been regarded as best-in-class. Today, the company operates restaurants across the northeast, including New York City, New Jersey, Pennsylvania, Maryland, Connecticut, Massachusetts, and coming to Virginia, Florida and Las Vegas this year. Rosa Mexicano is owned by TriSpan Rising Stars, LLP who acquired the brand in March 2018. For more information, please visit [www.rosamexicano.com](http://www.rosamexicano.com)

#### **About Miracle Mile Shops™**

Miracle Mile Shops at Planet Hollywood Resort & Casino features more than a mile of premier shops, tempting restaurants and live entertainment venues at the heart of the famed Las Vegas Strip. The leading mixed-use project is currently undergoing an extensive interior and exterior transformation complete with elevated finishes, upgraded technology and digital design elements. It is open during construction, which is set to be completed in spring of 2023. The center is home to lululemon athletica; Sephora; Quay Australia; H&M; Topsy Robot, the first land-based cocktail bar operated by robots; Chicago popcorn legend Garrett Popcorn Shops' only Las Vegas location; Nacho Daddy, home of the world-famous Scorpion Shot; 15,000-square-foot bar and restaurant Cabo Wabo® Cantina; Club Tattoo, featuring some of the best tattoo artists and body piercers in the nation. Miracle Mile Shops guests enjoy adjoining access to Planet Hollywood, with 2,500 beautifully redesigned rooms and suites and Elara by Hilton Grand Vacations

featuring 1,201 units and four penthouse floors. Miracle Mile Shops is owned by an affiliate of Institutional Mall Investors LLC, a joint venture between Miller Capital Advisory and CalPERS.

For more information, call 702.866.0710 or visit [www.miraclemileshopslv.com](http://www.miraclemileshopslv.com). Keep up with the latest Miracle Mile Shops news via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).