

FOR IMMEDIATE RELEASE

Nov. 15, 2024



IRV'S BURGERS JOINS RESTAURANT LINEUP AT MIRACLE EATS FOOD COURT

LAS VEGAS – **Miracle Mile Shops**, adjacent to **Planet Hollywood Resort & Casino**, has announced the famous burger brand, **Irv's Burgers**, is set to join the highly anticipated **Miracle Eats Food Court**.

Irv's Burgers originally opened as **Queen's Burgers** in 1946 and was one of the first burger stands on the famous Route 66. Over the decades, the name changed to **Irv's Burgers**, but it always served a classic California roadside-style cheeseburger. The burger stand itself drew several of the era's most notable celebrities and was featured on Linda Ronstadt's album cover, "Living in the USA," cementing the brand into Hollywood pop culture. **Irv's Burgers at Miracle Eats Food Court** will offer the brand's iconic burgers, sandwiches and hotdogs all served on Irv's signature buns, baked fresh daily, along with fries and other classic sides.

Irv's Burgers joins an exciting lineup of previously announced **Miracle Eats** eateries, including Las Vegas' first **Carnegie Pizza**, The Strip's first **Tacotarian** and **Fat Sal's** location, and other local favorites like **Dave's Hot Chicken**, **Lobster ME** and **Fat Tuesday**.

Construction for **Miracle Eats Food Court** is underway at **Miracle Mile Shops**, with initial restaurant openings expected this winter. Additional restaurants coming to **Miracle Eats** will be announced at a later date. For more information about the newly renovated shopping, dining and entertainment destination, please visit miraclemileshops.com.

A rendering of **Miracle Eats** can be found here: <https://spaces.hightail.com/space/jlVrCsT05e>

###

About Miracle Mile Shops™

Miracle Mile Shops, adjacent to **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 has recently undergone extensive transformations, complete with elevated finishes, upgraded technology and digital design elements. The center is home to lululemon athletica; Sephora; Quay Australia; H&M; the West Coast's first Rosa Mexicano restaurant featuring authentic Mexican cuisine in an bold atmosphere; 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 1,290 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. Keep up with the latest Miracle Mile Shops news via [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).

Media Contact

Kirvin Doak Communications
miraclemile@kirvindoak.com