

## BLT Burger to Open Spring 2008 at The Mirage

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BLT (Bistro Laurent Tourondel) Brand Coming to Las Vegas

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LAS VEGAS

The Mirage continues to grow its roster of innovative dining concepts with the introduction of acclaimed Chef Laurent Tourondel's BLT Burger. Slated to open in spring 2008, the restaurant will unite the nationally renowned BLT brand with an approachable dining environment at this famed resort.

Tourondel, recently named Restaurateur of the Year by Bon Appetit magazine, marks his return to Las Vegas with BLT Burger. This city is where he earned the first of his culinary accolades as one of Food & Wine magazine's Best New Chefs in 1998.

"It's exciting to come full circle," Chef Tourondel said. "The Mirage is one of Las Vegas' leading resort destinations, and I'm excited for BLT Burger to join the mix."

BLT Burger's hip and casual setting, designed by Rockwell Group, will feature a neutral color palette accented with red brick, golden upholstery and plenty of wood. Table tops will be lacquered with large table numbers while the illuminated bar, decked in yellow-glazed lava stone, will have overhead flat-screen televisions for watching sporting events. Rock 'n' roll music will pulse throughout the restaurant, creating an energetic environment for lunch, dinner or a late-night bite.

BLT Burger's diverse menu will offer quality ingredients including beef (sirloin, short rib, chuck and brisket cut), American and Japanese Kobe, lamb and Ahi tuna burgers along with soft, no-frills buns. Onion rings and a variety of French fry options, including waffle-cut, sweet potato and chili cheese, will complement the meal. An array of milkshakes in classic and spiked varieties will be available along with a selection of ice cream floats. Nostalgic glass-bottled sodas, innovative cocktails, as well as a focused selection of wine and beer will quench every guest's thirst.

Awarded Time Out New York magazine's Reader's Choice Award for Best Burger Joint 2007 in New York, BLT Burger is part of the successful BLT Restaurant Group that opened its first restaurant, BLT Steak, in New York City in March 2004. Other restaurants in New York include BLT Fish, BLT Prime, BLT Burger and BLT Market. BLT Steak locations opened in 2006 in Washington, D.C., and San Juan, Puerto Rico.

Scott Sibella, president of The Mirage, said, "Burgers, fries and shakes prepared by a chef as talented as Laurent Tourondel is a winning combination. BLT Burger will be a wonderful addition to our offerings and is certain to be a great success."

#### ABOUT LAURENT TOURONDEL

Honored by Bon Appetit as Restaurateur of the Year in 2007 and by Food & Wine as a Best New Chef in 1997, Tourondel also has received an array of "Best of ..." awards from publications that include Esquire, Travel + Leisure, Saveur and Wine Spectator. Tourondel has changed the approach of fine dining by creating accessible menus prepared with the finest ingredients and presented in a casual, comfortable dining room. By adhering to his belief that ingredients should be stellar, food simply prepared and service kind and efficient, BLT restaurants have become household names.

With the passion and skill of a French-trained chef, and the sensibility and style of a metropolitan restaurateur, Tourondel has successfully infiltrated the rarified world of New York restaurants and the national dining landscape, much to the delight of critics and diners alike.

#### ABOUT BLT RESTAURANT GROUP

BLT Restaurant Group is owned by Jimmy Haber, Laurent Tourondel and Keith Treyball, and comprised of BLT Steak in New York City (2004), Washington, D.C. (2006) and San Juan, Puerto Rico (2006); BLT Fish (2005), BLT Prime (2005), BLT Burger (2006) and BLT Market (2007) in New York City. Additional locations of BLT Steak are scheduled to open in Los Angeles, White Plains, Dallas, Miami, Scottsdale and Atlanta.

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