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Palms Raises the Bar with New Beverage Outlets

Palms Expands Spirit Offerings with Openings of Scarlet and SOCIAL

Las Vegas – Raise a glass to the debut of Scarlet and SOCIAL, two dynamic new venues mixing up the beverage scene at [Palms Casino Resort](#). Scarlet, the recently opened intimate cocktail lounge, and SOCIAL, the dazzling new whiskey-centric casino centerpiece opening January 25, are adding a spirited take on imbibing. With individual focuses and unique offerings, there is something for everyone whether guests are looking to grab a quick drink in a casual setting or indulge in top-shelf spirits in a highly stylized locale.

“Both Scarlet and SOCIAL will add an exciting new element to the redefined Palms,” said Joseph A. Magliarditi, President of Palms Casino Resort. “From the minute our guests walk through the front door, they can expect to have a fantastic experience with a great drink in a variety of welcoming settings.”

Scarlet

[Scarlet](#), the sophisticated mixology bar from [9Group Las Vegas](#), is now serving in a dramatically lit, red-hued 200-square-foot space directly adjacent to N9NE Steakhouse. The exclusive space is set to become one of Las Vegas’ most treasured hidden gems.

Scarlet invites guests on a drinking journey through a diverse menu featuring original shots, signature cocktails and infused spirits created by Francesco Lafranconi, the Executive Director of Mixology and Spirits Educator for Southern Wine and Spirits of Nevada in combination with 9Group bartenders. Some of Scarlet’s specialty concoctions include shots served s’more style or with a carbonated candy chaser, cocktails like the *Alive & Well* combine Platino Rum, fresh lime sour, grapefruit sorbet and maraschino mist and a seasonal list of infused spirits such as the banana-bread infused tequila will change often.

SOCIAL

Also, coming to Palms on January 25 is SOCIAL. As the name alludes, the new center bar will be the social hub of the property located at the heart of the renovated casino floor. SOCIAL will offer a broad selection of beverages with an emphasis on whiskey featuring a collection of over 30 unique labels, single malts and limited edition bourbons. SOCIAL will boast an inventive list of all whiskey-based cocktails with such libations including the *Socialite*, a mix of Wild Turkey Honey, Aperol, sweet Vermouth, lemon juice and raspberries and the signature *Social Misfit*, a mix of Bulleit Rye, Disaronno,

White Peach Nagomi, and lemon juice served in a branded flask memento. SOCIAL will mix their own barrel-aged cocktails, serve whiskey flights and allow guests to experiment with free whiskey samples.

Featuring dramatic lighting fixtures, plush booths, intimate tables and open sightlines of the action on the gaming floor, SOCIAL will be the ideal place to meet for a drink or spend a night on the town in a comfortable yet chic setting. Guests can also participate in special events like “Mixology Days” offering professional tips on proper cocktail preparation, or stay social by enrolling in the Whiskey SOCIAL club which will feature exclusive tastings by master distillers.

Scarlet is open nightly Friday & Saturday at 1 p.m. and Sunday-Thursday at 4 p.m. and SOCIAL will be open 24 hours-a-day.

The openings of the new bars are part of the \$50 million property-wide renovation underway at Palms. For more information, please visit www.palms.com. For images please visit media.palms.com.

About Palms Casino Resort

Palms Casino Resort, heralded as one of Las Vegas' most sought-after destinations, is an all-encompassing, one-stop experience. The boutique property boasts three distinct towers and a diverse mix of bars and restaurants across a 95,000-square-foot casino. Palms recently completed a multi-million dollar transformation that encompassed an Ivory Tower room and suite redesign, appealing new culinary additions, re-imagined gaming spaces and new, distinctive nightlife experiences. In addition to newly designed rooms, during the first phase of the renovation, Palms welcomes HERAEA, a vibe-driven sports restaurant and lounge, and XISHI, a pan-Asian restaurant and lounge, both by The ONE Group. Amenities include Fantasy Suites, such as the Hardwood Suite, the only hotel room in the world with its own basketball court; the all-new Cantor Gaming® race and sports book, one of the few sports books in Las Vegas to include a poker room; SOCIAL; Scarlet; Chocolat Bistro; tonic bar; ghostbar; Pearl Concert Theater; Moon Nightclub; N9NE Steakhouse; Nove Italiano; The View; Simon Restaurant & Lounge; Palms; Kim Vō Salon; Drift Spa & Hammam; Brenden Theatres, a 14-theatre cineplex and more than 60,000 square-feet of meeting space. Palms Casino Resort is located just west of the Las Vegas Strip and I-15 on Flamingo Road. For reservation information, call toll free at (866) PALMS-RES, (866) 725-6773, or visit www.palms.com. For groups of 15 rooms or more, contact the Sales Department at (866) PALMS-MTG or (866) 725-6768. Connect with Palms Casino Resort on Twitter [@Palms](https://twitter.com/Palms) and on [Facebook](https://www.facebook.com/Palms).

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