

BRUXIE® Grows to Nine Locations in 2016

Pioneer of the Gourmet Waffle Sandwich expands its brand footprint to the Las Vegas Strip

Anaheim, CA (March 2016) – **Bruxie** has announced that it will be opening its 8th and 9th locations, in April 2016 at The Park in Las Vegas and in May 2016 at Horton Plaza Park in San Diego, respectively. **Bruxie Chefs and Co-Founders, Dean Simon** and **Kelly Mullarney**, have created and built a brand around a unique spin on an authentic Belgian waffle. With their menu of **Bruxie Waffle Sandwiches**, they've broken the traditional waffle mold by spreading it beyond the breakfast category and making it appealing and accessible for lunch, dinner and dessert.

First to open this year will be **Bruxie Las Vegas** at [The Park](#), an eclectic blend of casual restaurants, bars and entertainment tucked into rich desert landscaping on Las Vegas Blvd. The Park will become a central gathering place on The Strip's west side connecting [New York-New York](#) and [Monte Carlo](#) resorts, as well as the new 20,000-seat world-class T-Mobile Arena. Set to open **April 4, 2016**, the 110-seat Bruxie location will join Shake Shack, Sake Rok, Beerhaus and California Pizza Kitchen in the new open-air dining and entertainment district.

Quickly following Bruxie's Las Vegas Strip debut will be the restaurant's second San Diego location at the new **Horton Plaza Park**, adjacent to **Westfield Horton Plaza** in **downtown San Diego**. Set to open **May 16, 2016**, a 65-seat **Bruxie Horton Plaza** will be housed in one of three food pavilions located within the 53,000-square-foot re-landscaped park, which also holds a new, modern amphitheater.

"Shortly after opening our first location more than 5 years ago, we realized that Bruxie struck a cord with foodies, who craved a menu of bold, flavorful combinations made with quality ingredients," commented **Dean Simon, Bruxie Co-Founder**. "With our recent opening on the Third Street Promenade in Santa Monica and our next opening on the Las Vegas Strip, we're entering the culinary scene in two of the most food-centric cities in the country, we are confident that our concept will continue to grow with the same following that has earned us a great social media fanbase, incredible Yelp reviews, and national media attention. We know we have something truly noteworthy with our next-generation sandwich and are focused on expanding our brand."

Co-Founders Simon and Mullarney first opened Bruxie in Orange County in November 2010 to present a new take on The Sandwich, using a proprietary version of an authentic Belgian Waffle to offer a light, airy, crispy alternative to the traditional sandwich bread. They hand-selected each ingredient to ensure the most premium quality possible and crafted each sandwich to deliver bold flavors with seasonal produce to complement the texture and flavors of the waffles. Bruxie offers savory options such as Buttermilk Fried Chicken, Prosciutto & Gruyere, and Hot Pastrami, as well as a variety of sweet choices such as the Seasonal Crème Brulee, Nutella & Banana, and S'Mores.

In addition to its impressive waffle sandwich menu, Bruxie offers a selection of inspired, fresh, flavorful salads, locally produced old-fashioned cane sugar sodas, real Wisconsin frozen custard, shakes, sundaes, and floats. Bruxie proudly serves The Bold Blend, its own custom crafted coffee made from a proprietary blend of 100% fair-trade imported beans.

Bruxie currently has the following locations:


Southern California

- Orange – Old Towne
- Brea – Downtown at Birch Street Promenade
- Chino Hills – The Shoppes at Chino Hills
- Huntington Beach – The Strand on 5th
- Irvine – Heritage Plaza Center
- San Diego – SDSU
- San Diego – Horton Plaza (opening May 2016)
- Santa Monica – 3rd Street Promenade

Nevada

- Las Vegas – The Park (opening April 2016)

All Bruxie locations are open daily for breakfast, lunch, dinner, and dessert. The public may follow Bruxie on Instagram, Facebook and Twitter for updates on specials and promotions. For more information on Bruxie, including full menus, locations, directions, and hours for each restaurant, please visit www.bruxie.com.

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About The Park

An eclectic blend of restaurants, bars and entertainment tucked into rich desert landscaping, The Park will become a central gathering place on The Strip's west side connecting [New York-New York](#) and [Monte Carlo](#) resorts as well as the new 20,000-seat world-class [T-Mobile Arena](#). Located in the heart of the Las Vegas Strip, the new outdoor destination will be a place to relax, discover and explore. For more information, visit www.theparkvegas.com.