



**SHAKE SHACK GOES ALL-IN DECEMBER 29
OPENING FIRST RESTAURANT WEST OF THE MISSISSIPPI IN LAS VEGAS**

NYC's beloved burger, hot dog and frozen custard stand debuts
Strip-side at New York-New York Hotel & Casino

(Please note, any information in italics has been updated since initial announce in December 2014.)

LAS VEGAS, NV –Always bet on Shack! Everybody wins with the opening of the first **Shake Shack®** west of the Mississippi on Monday, December 29, 2014 — ready to serve the millions of visitors and locals alike who stroll the famed Las Vegas Strip. The highly anticipated Las Vegas Shack is perfectly situated on The Strip, as an anchor to The Park at the foot of the renowned New York-New York Hotel & Casino. Shake Shack will be the first piece of The Park to make its debut.

Founded by famed restaurateur Danny Meyer's Union Square Hospitality Group (USHG), Shake Shack is a critically acclaimed, modern day "roadside" burger stand known for its 100% all-natural Angus beef burgers, griddled-crisp flat-top dogs, chicken sandwiches (*as of January 2016*), fresh-made frozen custard, crinkle cut fries, craft beer and wine, and more. A fun, lively, fine-casual restaurant with widespread appeal, over the past decade Shake Shack has earned a cult-like following around the world.

The Vegas Shack will feature an expansive outdoor patio prominently overlooking The Strip. Capturing the essence and origins of Shake Shack, which was born in New York City's Madison Square Park in 2004, the restaurant will also neighbor a future park environment developed by MGM Resorts International. The Park, the first of its kind on the Las Vegas Strip, will feature dining pavilions and performance spaces complemented by areas for quiet relaxation.

"We're thrilled to be opening on the Las Vegas Strip," said **Shake Shack CEO Randy Garutti**. "Being located right in front of the New York-New York and next to the future location of The Strip's first-ever park is an unbelievable opportunity and creates a fun hangout and community-gathering place unlike anywhere else in Vegas."

"We continue to deliver exclusive, fun and unique choices to our guests on New York-New York's newly developed plaza. The arrival of Shake Shack is yet another extraordinary moment for our resort," said **New York-New York President and COO Cynthia Kiser Murphey**. "The inclusion of Shake Shack will continue to elevate the high-energy activity in this area and will provide our guests with engaging experiences. Danny, Randy and team have created a fun and friendly restaurant with delicious food, great customer service and convenient strip-side accessibility. We cannot wait to see this one-of-a-kind, must-see destination in Las Vegas come to life."

In addition to all the Shack favorites, the Las Vegas menu will celebrate the glitz and over-the-top energy of the city with exclusive menu items. The Las Vegas Shack's location-specific frozen custard concretes include: **All Shook Up** (*vanilla frozen custard blended with banana sponge cake and peanut butter frosting from local bakery The Cupcakery*) and **Jackpot** (vanilla frozen custard, Belgian waffles, strawberry purée, marshmallow sauce and rainbow sprinkles). The **Shack Attack** (chocolate custard, fudge sauce and chocolate truffle cookie dough, Mast Brothers dark chocolate chunks and chocolate sprinkles), a classic Shack fan favorite that originated at Shake Shack's flagship location in NYC's Madison Square Park, will be available as well. Diners can also enjoy the **Shackapalooza**, a colossal, everything-but-the-kitchen-sink-style frozen custard dessert with premium mix-ins — meant for sharing.

The Vegas Shack will have an expanded beer and wine selection — both on tap. Guests can kick back with a ShackMeister Ale®, a beer designed to complement the ShackBurger that is brewed just for Shake Shack by Brooklyn Brewery. Beers from local breweries will include Bad Beat and Tenaya Creek among others. All beers are available as a pint, pitcher, or custom Shake Shack "Roadie" (32 oz.). The wine list will feature a range of varietals including house wines Shack Red and Shack White — made exclusively for Shake Shack by Frog's Leap in Napa Valley, California. For those seeking a non-alcoholic beverage, the menu will feature Shack-made lemonade, bottled Stumptown iced coffee, draught root beer from Abita Brewing Co. in Louisiana, fresh brewed iced tea and more. All beer and wine can be ordered via a special express line at the outdoor walk-up window.

*As part of its community outreach efforts and mission to **Stand For Something Good®**, the Las Vegas Shack is partnering with **Children's Heart Foundation**, which is committed to making a difference in the lives of children with heart conditions through empowering families with emotional, educational and financial support, leading to a higher quality of life. Five percent of sales from the All Shook Up concrete will benefit Children's Heart Foundation, and Shake Shack team members will volunteer time to support the cause.*

In keeping with Shake Shack's commitment to green architecture and eco-friendly construction, the new location incorporates a variety of recycled and sustainable materials and features energy-efficient kitchen equipment and lighting. Custom chairs and booths are constructed from lumber certified by the Forest Stewardship Council, and stools have been upcycled from Pacific NW telephone poles. The Vegas Shack's interior walls are made from Wyoming Snowfence reclaimed timber, and also clad in reclaimed barn siding from eastern US farming states. As in several Shake Shack locations, tabletops are made from reclaimed bowling alley lanes designed in Brooklyn, New York.

Shake Shack will be open from 11:00 AM until midnight, Sunday through Thursday and 11:00 AM until 2:00 AM Friday and Saturday.

For more information, please visit:

www.shakeshack.com | www.facebook.com/shakeshack | www.twitter.com/shakeshack

ABOUT SHAKE SHACK:

Shake Shack is a modern day “roadside” burger stand known for its 100% all-natural, antibiotic-free Angus beef burgers, chicken (no hormones added ever), flat-top dogs, frozen custard, crinkle cut fries, beer and wine (available at select locations) and more. With its fresh, simple, high-quality food at a great value, Shake Shack is a fun and lively community gathering place with widespread appeal. From its premium ingredients and caring hiring practices to its inspiring designs and deep community investment, Shake Shack’s mission is to Stand For Something Good. Since the original Shack opened in 2004 in NYC’s Madison Square Park, the company has opened multiple locations in 14 states and the District of Columbia, as well as international locations including London, Istanbul, Dubai, Tokyo, Moscow and more.

#

For media information about Shake Shack, contact:

Alissa Kelly / Michelle Wilmoth | PR Plus | 702.696.1999 |
alissa@prpluslv.com / michelle@prpluslv.com