



FOR IMMEDIATE RELEASE

Media contact: Amy Maier, B&P Public Relations, 702-967-2296, amaier@bpadv.com

Plaza Hotel and Casino to welcome cupcakes and coffee ***Two more food outlets led by local entrepreneurs to open at the renovated Plaza***

LAS VEGAS (Aug. 16, 2011) – Satisfying every sweet tooth and coffee craving, Gigi’s Cupcakes and Cafelatte are two new food outlets that are set to open at the [Plaza Hotel and Casino](#).

The nation’s largest cupcake franchise, Gigi’s Cupcakes, is set to open this September at the Plaza. Offering Gigi’s signature swirl cupcakes freshly baked on the premises every morning, this will be the second location of the cupcake franchise in Las Vegas.

Las Vegas owners Martin Tunnell and Aaron Campbell said that the cupcake store has become wildly popular in Southern Nevada for both everyday treats and special occasions.

“We look forward to bringing the more than 30 cupcake varieties of Gigi’s to customers at the Plaza in downtown Las Vegas,” said Tunnell, noting that the franchise introduces new flavors every season such as this summer’s S’mores, Chocolate Cream Pie, Banana Split, Lemon Ice Box, Cherry Limeade and Coconut Cream Pie.

Across all franchise locations, Gigi’s Cupcakes sells an average of 30,000 cupcakes per day, or about 10 million cupcakes per year. The company is expected to grow to approximately 50 stores by the end of 2011.

Cafelatte owner, Luigi Bomparola has a long history as a chef and restaurateur at various Italian bistros on the Las Vegas Strip.

“I wanted to recreate the local neighborhood Italian café at the Plaza, utilizing only the best coffee, teas and food,” Bomparola said.

Located across from the brand new reception area of the Plaza, the new Cafelatte will offer guests a specialty coffee bar at affordable prices. Beverages will include freshly brewed coffee and tea, espresso and cappuccino, imported iced tea and assorted juices, sodas and waters. All of the coffee drinks will be made using illy® coffee, a high-quality Italian espresso coffee.

Open daily from 6 a.m. to 10 p.m., Cafelatte will serve assorted pastries and deserts as well as various salads and sandwiches to-go for a quick bite at lunch or dinner. The café will also serve 12 flavors of gelato. Cafelatte is scheduled to open by Aug. 24.

“We want to offer our guests unique dining options,” said Tony Santo, CEO and president of PlayLV and Santo Gaming. “Led by local entrepreneurs, both Cafelatte and Gigi’s Cupcakes will no doubt be great additions to the Plaza.”



-MORE-

About the Plaza Hotel & Casino

The Plaza Hotel & Casino opened in 1971 at 1 Main Street, at the intersection of Main and Fremont Street, and was a fashionable stop on the first train service through Las Vegas. Anchoring the Fremont Street Experience, the Plaza has been an iconic hotel in the heart of downtown Las Vegas for more than 40 years. It sits on 16.5 acres of land and has 1,037 rooms and suites, making it one of the largest hotel-casinos in downtown Las Vegas. Recent renovations have updated and improved the Plaza's ambiance throughout, creating a stylish and comfortable new experience for its guests. www.plazahotelcasino.com

###