



SACRAMENTO
AT FIRE MOUNTAIN

ENJOY WORLD-CLASS DINING OPTIONS AT HARD ROCK HOTEL & CASINO SACRAMENTO AT FIRE MOUNTAIN

*Hard Rock's First Vegas-style Casino in California Offers
Locally-Sourced Ingredients and Boasts Michelin-starred Executive Sous Chef*

SACRAMENTO, Calif. – Sept. 26, 2019 – The highly-anticipated Hard Rock Hotel & Casino Sacramento at Fire Mountain will open its doors on Wednesday, October 30, making its debut as the newest entertainment destination in the Sacramento region. The property, boasting a large gaming facility with more than 1,800 slot machine and table game positions, luxury hotel accommodations, and iconic Hard Rock amenities, will feature six restaurants with a diverse selection of food and beverage offerings, led by Executive Chef Michael Urbin and Food & Beverage Director Jim Hindman.

“We offer an unparalleled integrated resort destination with top-of-the-line gaming positions and notable food concepts,” stated Mark BIRTHA, president of Hard Rock Hotel & Casino Sacramento at Fire Mountain. “That includes our unique culinary options from our Asian fare at Song and YouYu to our steaks and seafood at Council Oak. We can’t wait for guests to be blown away by the culinary experience they will find right here in Northern California.”

Guests can indulge in Asian cuisine at two restaurants on the property, both run by Executive Sous Chef and Michelin star winner, Richard Chen, as well as Chef Tony Ly and General Manager Bin An. **Song** features Cantonese, Shanghai, and Szechuan flavors with delectable eats including Wok Tossed Dungeness Crab, Shanghainese Pork Soup Dumpling, Glutinous Rice Dumpling, and more, provided with western hospitality and eastern gracious service. For those seeking other high-energy Asian options, **YouYu** is the hotel and casino’s noodle bar, with a live-action cooking station, inspired by tasty street food. YouYu focuses on freshly made Dim Sum, Asian BBQ noodle dishes, and savory broths.

Boasting cut-to-order steaks, fresh seafood and a curated wine list, **Council Oak Steaks & Seafood** is executed by Chef Gary Jones and General Manager Michael Coyne and prides itself on taking its visitors on a culinary journey that will exceed any palate’s expectations, with its steaks aged to perfection. Upon entering the restaurant, guests can peek into the butcher shop where the cuts of meat are personally selected for diners. The restaurant also includes the Council Oak Lounge where guests can enjoy tastes from the full menu and pair up the culinary creations with crafted cocktails, distinctive wines by the glass, and draft beers. Council Oak presents diners, and Lounge guests, with an incomparable wine selection, featuring unique and exceptional wines from the Old World and the New including those from nearby Napa and Sonoma Valley. Guests should be advised to save room

for a selection of one-of-a-kind dessert offerings, including their 151 Volcano, flambéed tableside before patrons can dig in. Desserts are prepared daily onsite by Pastry Chef Thomas Bell. If guests are looking for a more intimate or celebratory dining experience, Council Oak Steaks & Seafood can accommodate up to 14 guests in its private dining room to turn a conventional evening into a rockin' unconventional event.

"We believe that locally-sourced, sustainably grown food and wine tastes better and is better for you, for our environment, and for our local economy," said Kaywan Samadani, vice president of hospitality, Hard Rock Hotel & Casino Sacramento at Fire Mountain. "Fresh, organic, seasonal, legendary – that is our recipe and what we strive for. Multiple local agricultural vendors have become partners and are providing fresh, farm to fork-style ingredients which are featured on many of our menus."

Hard Rock Hotel & Casino Sacramento at Fire Mountain offers buffet-style dining at **Fresh Harvest**. Embark on a culinary tour of the world, where every meal is a show-stopping chef's performance, featuring Chef Kirk Larsen and General Manager Chris Long's hospitality. Fresh Harvest brings guests live-action cooking and carving stations, brick oven pizzas, dim sum, delicious desserts, and everything in between. Travelers can also follow the enticing aroma of gourmet coffee at **Constant Grind**, serving up freshly ground and brewed roasts and home baked goods when they need a quick grab-and-go meal.

With a total capacity of 235 seats, **Hard Rock Cafe**, run by General Manager Shannon Turgeon and Chef Richard Christie, is located inside the casino, just steps away from the exciting gaming action. In between rounds of slot or table games fun, guests can unwind with a legendary meal or signature drink that is sure to satisfy every craving. The seating offers a front-row view of live performances and entertainment, as tables surround an elevated stage in an environment filled with Rock Star memorabilia and one of a kind vibe. Hamburger patties are ground and prepared on property in an exclusive "Burger Room" with an open display for guests to watch how their fresh burgers are made.

Also found at the heart of the casino floor is **The Center Bar**. The place to "see and be seen," visitors can savor their favorites at this high-energy, dynamic spot. Open daily, this sophisticated sanctuary offers wine, spirits, cocktails and craft beers on tap. Cocktail enthusiasts will enjoy sipping on hand-crafted, signature drinks presented with creative, simple and fun recipes while enjoying the scene and electric atmosphere. Beverage manager Michael Scully oversees the unique beverage options at all the property's bars, restaurants and on the gaming floor – and don't forget to take a photo with Eddie Van Halen's motorcycle right outside the entrance to the lounge.

The casino floor also offers brand new technology, BOSS (Beverage Ordering Service System) – an interactive tool that puts the convenience of ordering a beverage in the guests' hands while never leaving their game. BOSS allows casino patrons to customize their orders, and those with Wild Card loyalty cards have the ability to store their favorite drinks for ease of future orders. Players can track their order and send questions or requests with a simple service button, all without leaving their seat.

Mouth-watering food and beverage options for any appetite can be found at Hard Rock Hotel & Casino Sacramento Fire Mountain, along with lavish hotel room and suite offerings and other signature brand amenities. For more information and to book your restaurant and hotel reservations, please visit hardrockhotelsacramento.com.

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About Hard Rock Hotel & Casino Sacramento at Fire Mountain

Set to open on October 30, 2019, Hard Rock Hotel & Casino Sacramento at Fire Mountain will feature the latest in live music and entertainment, hospitality, world-class gaming and exceptional

cuisine. The property will be Hard Rock's first Vegas-style casino in California and will offer a hotel with multiple suite options, a large gaming facility with more than 1,800 slot machine and table game positions, along with an outdoor pool and deck area, large meeting space and six unparalleled restaurants. The property will also include signature brand amenities like the Sound of Your Stay® in-room music program, a Rock Shop® and a Body Rock® fitness center. Additionally, the project marks a historic partnership between two Native American Tribes – The Seminole Tribe of Florida, owners of Hard Rock International, and Enterprise Rancheria. Owners of the Hard Rock Hotel & Casino Sacramento at Fire Mountain property, the Estom Yumeka Maidu Tribe of the Enterprise Rancheria is a sovereign Native American Nation offering diverse tribal government services and programs that improve the quality of life for its some 1,000 tribal citizens and surrounding communities in Northern California. For more information on Hard Rock Hotel & Casino Sacramento at Fire Mountain visit www.hardrockhotelsacramento.com.

About Hard Rock®

With venues in 75 countries spanning 259 locations that include owned/licensed or managed Hotels, Casinos, Rock Shops® and Cafes - Hard Rock International (HRI) is one of the most globally recognized companies. Beginning with an Eric Clapton guitar, Hard Rock owns the world's most valuable collection of music memorabilia at more than 83,000 pieces, which are displayed at its locations around the globe. In 2018, Hard Rock International was recognized as a Forbes Magazine Top Employer for Women and Land Operator of the Year at the Global Gaming Awards. In 2019, Hard Rock International was honored as one of Forbes Magazine's America's Best Large Employers, Forbes Magazine's Top Employers for Women and No. 1 in J.D. Power's 2019 North America Hotel Guest Satisfaction Study among Upper Upscale Hotel Chains. Hard Rock destinations are located in the world's greatest international gateway cities, including its two most successful flagship properties in Florida and home to the world's first Guitar Hotel® in South Florida, where its headquarters are located. The brand is owned by HRI parent entity The Seminole Tribe of Florida. For more information on Hard Rock International visit www.hardrock.com or shop.hardrock.com.