

# SUGARCANE®

## BOUTIQUE NIGHTCLUB

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### **SUGARCANE TO DEBUT IN LAS VEGAS, SUSHISAMBA'S BOUTIQUE NIGHTCLUB AT THE PALAZZO**

**For Immediate Release – Aug. 2008 - LAS VEGAS** – SUGARCANE, a unique nightlife venue from dynamic restaurant group **SUSHISAMBA**, debuts on Friday, Aug. 15, 2008 at The Palazzo Resort-Hotel-Casino, adjacent to **SUSHISAMBA**'s Las Vegas outpost. This decadent nightclub embraces the spirit and design aesthetic of Brazil, Japan and Peru. SUGARCANE is the first West Coast location for **SUSHISAMBA'S** late night concept.

"The experience at SUGARCANE will be unlike any other in Las Vegas," says Todd Rubin, general manager, SUGARCANE. "Samba dancers, geishas, distinctive cocktails and over-the-top interior design will ensure that this interactive nightlife experience fulfills its promise for stylish entertainment."

#### **THE SPACE**

A dark corridor from **SUSHISAMBA** leads guests to the 4,000-square-foot SUGARCANE nightclub. Designed by ICRAVE, an award-winning design studio with deep roots in the hospitality industry, SUGARCANE's interior fuses the raw and industrial with polish and sophistication. A stage, dance floor and DJ booth are made of bamboo, smoked and frosted acrylic, resin and paper. Gold and chocolate brown leather cover exotic wenge wood banquettes. More than 4,000 custom-made simulated "sugarcanes" drop down from the ceiling and contain moving lights that wind through the tubes and rods. Internationally-acclaimed lighting designers Isometrix developed an innovative lighting program with theatrically-colored lights projecting through the dramatic sugarcane ceiling terrain.

Glimpses are stolen back and forth between the main room and VIP area which is situated behind a barricade of broken-down walls and fencing behind the bar. The VIP area includes plush seating, mood lighting, global handicrafts and Brazilian Favela street finds.

Celebrated Brazilian graffiti artist Felipe Yung ("Flip") displays his talent with spray paint in various elements of SUGARCANE's décor. As one of Brazil's most influential street artists, Flip's work reflects urban culture and Japanese calligraphy. His signature characters, including "Flipitos" (little ones) and "Jagunços" (giants with small heads), are showcased throughout both **SUSHISAMBA** and SUGARCANE.

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SUGARCANE is available for special events and occasions. The nightclub includes 174 seats in the main area and 20 seats in the VIP room.

### **THE AMBIENCE**

SUGARCANE will play host to a number of special events and performances. On select nights, expect capoeira – a Brazilian dance that incorporates martial arts which gained popularity in the 16<sup>th</sup> century amongst sugarcane plantation workers; samba dancers; geishas; Japanese taiko drummers; models posing as Brazilian soccer players as they juggle soccer balls at the entrance; and SUGARCANE's in-house dancers. Resident DJ's spinning a blend of music genres ranging from house to Top 40 to Brazilian and Japanese pop will on occasion be accompanied by live bands.

The percussion-driven "SUGARBEATS" promotion will take place every Wednesday night, beginning in September and will feature an eclectic variety of DJs, music genres and rhythms in partnership with nightlife guru Marc Jay. Doors open at 10 p.m. Table reservations can be made in advance at [tables@sushisamba.com](mailto:tables@sushisamba.com).

### **THE COCKTAILS**

SUGARCANE serves SUSHISAMBA's impressive array of signature cocktails. To reflect the restaurant's Japanese, Brazilian and Peruvian culinary roots, SUGARCANE's in-house mixologists offer cocktails made from fresh muddled fruits, juices and herbs. Out of 17 featured drinks, eight are exclusive to the Las Vegas menu.

Highlights on the menu include the *Parisian Geisha* (vodka, sake, mint and lemongrass), the *Figo* (Montecristo spiced wine, fig liquor, pear juice and lime) and the *Bushido* or "*Soul of Japan*" (shochu, plum sake, muddled plum and daikon beer float). New cocktails join SUSHISAMBA classics such as the national drink of Brazil, the *Caipirinha*, Peru's frothy and famed *Pisco Sour* and variations of Japanese Chu-His along with much more.

SUGARCANE's signature *Cocktail Tree* (\$70) is a great way to experience many different drinks with groups both large and small. This festive collection showcases 12 different drinks (four samples of three different drinks), creatively positioned within the branches of a wrought-iron, sculptural "tree."

With one of the largest sake collections on the West Coast, SUGARCANE is one of the few nightlife venues to host sake bottle service.

"You can order standard drinks anywhere," states Rubin. "SUGARCANE continues the tradition of SUSHISAMBA'S distinctive and fresh cocktail program."

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#### **THE DETAILS**

SUGARCANE is open Thursday through Saturday from 11 p.m. to 4 a.m. with no cover charge; industry night runs every Wednesday beginning at 10 p.m. The industry-standard dress code is enforced.

#### **THE SHOPPES AT THE PALAZZO**

The Shoppes at The Palazzo is a 450,000-square-foot luxury destination retail center located within The Palazzo Las Vegas, a \$1.9 billion stand-alone resort developed by Las Vegas Sands Corp. (NYSE: LVS) adjacent to The Venetian Resort Hotel Casino. The Shoppes at The Palazzo is owned and operated by General Growth Properties and includes Barneys New York, more than 60 premier luxury brands and nearly a dozen restaurants, many led by world-renowned chefs. General Growth Properties, Inc. is the second largest U.S.-based publicly-traded real estate investment trust (REIT) and largest retail developer and owner in Las Vegas. [www.theshoppesatthepalazzo.com](http://www.theshoppesatthepalazzo.com)

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