

# PROPER EATS

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## FOOD HALL

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Wicked Creative  
November 2025 PR Summary

**November Hours:**  
Contracted: 34  
Worked: 38.45



# Proper Eats Highlights & PR Initiatives

## Press Releases

- ❑ Formula One - Distributed 11/4
- ❑ Thanksgiving - Distributed 11/12
- ❑ New Year's Eve - Distributed 11/15
- ❑ NFR - Distributed 11/24

## Pitches & Misc.

- ❑ Ultimate Tailgate
- ❑ Bowl Season Viewing
- ❑ Sunlife Invites
- ❑ Sports Watching
- ❑ NYE Celebrations
- ❑ LVCVA Opportunities

## Upcoming Releases and Pitches

- ❑ January Listings
- ❑ Super Bowl
- ❑ Valentine's Day
- ❑ Lucky Bird release and opening
- ❑ Top food halls
- ❑ Food and beverage holidays

# Easy's Highlights & PR Initiatives

## Press Releases

- Formula One - Distributed 11/4
- NFR - Distributed 11/4
- Cowboy Caviar - Distributed 11/12
- Miracle on Easy's St. - Distributed 11/14
- New Year's Eve - Distributed 11/17
- December Listings - Distributed 11/25

## Upcoming Releases and Pitches

- January Listings
- Drake Bell Holiday Release
- Super Bowl
- Valentine's Day
- March Madness

## Pitches

- Santa Baby Diva's Night TV Pitches
- Holiday Decor Pitch
- Holiday Cocktail Pitch
- NYE Celebration Pitch
- Best Speakeasies
- Visually Stunning Cocktails
- LVCVA Opportunities

# **Top Media Placements**

## **Proper Eats Food Hall**



# Las Vegas buffet binger on the Strip wanted for unusual \$2K Thanksgiving eating gig

Person needed to dine and rate Strip buffets as tourism numbers decline



By **Ashley J. DiMella** · Fox News

Published November 18, 2025 4:24pm EST

ARIA Buffet also shuttered in 2020, reopening as Proper Eats Food Hall in 2022.

**ALSO SEEN ON:**





## Where to dine out for Thanksgiving in Las Vegas



By **Johnathan L. Wright**  
Las Vegas Review-Journal

Published November 3, 2025 - 6:00 am



### On the Strip

**Aria: Proper Eats Food Hall** is offering its Ultimate Tailgate experience with all-you-can-enjoy access to eight of the food hall's concepts, for \$59, with Temaki Bar sushi rolls an additional \$20, with a three-hour limit from 7 a.m. to 10 p.m.



## HOW TO VEGAS: THE THREE-DAY WEEKEND ITINERARY

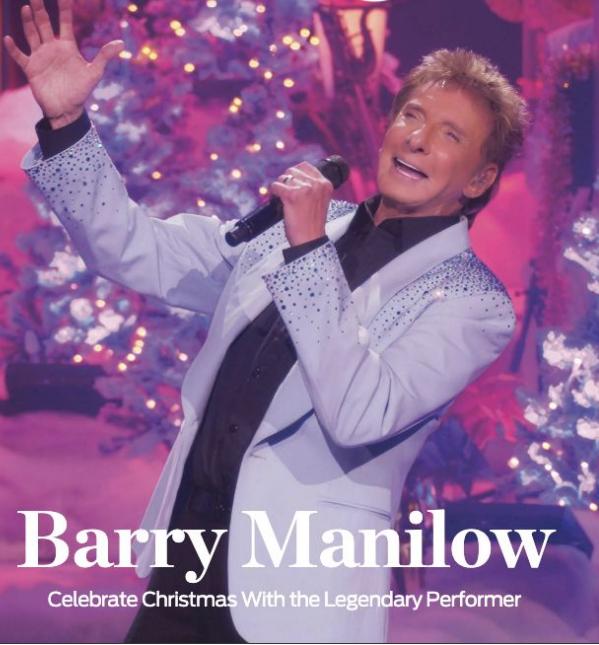


NOV 06, 2025

Enjoy a light lunch at [\*\*Happy Leaf\*\*](#) inside the Proper Eats Food Hall at ARIA Resort & Casino. The casual, plant-forward addition to the collection of eateries is just what you'll need to power through the rest of this wellness-focused day. And doesn't a Waldorf Chicken Salad sound delish?

# lasvegas

YOUR GUIDE TO EVERYTHING LAS VEGAS  
MAGAZINE NOVEMBER 30, 2025



## It's a Touchdown!

This special football season package scores big for Las Vegas visitors

Don't you love the pregame hoopla before an NFL or college football matchup? While you're in Vegas, plan to spend a Saturday or Sunday enjoying all the drama on-screen, the camaraderie off and especially the food. Filling your belly is almost as important as scoring big in your fantasy football league, and at **Proper Eats Food Hall**, you'll find it all.

Purchase the Ultimate Football Tailgate package for \$59 per person (everyone in your party must

participate, and there is a three-hour maximum per group), and you can munch on as many dishes as you like from most of the venues in Proper Eats. Grab breakfast faves at Egghead, slices from Steve Aoki's Pizzaoki, Korean fried chicken (and amazing fried cauliflower) at Judy Joo's Seoul Bird, delicious burgers from Lola's Burgers, lush salads from Happy Leaf, Chinese dishes from Laughing Buddha and flavorful sandwiches from Wexler's Deli and Parm Famous Italian, pictured.

You can even get doughnuts from Easy's Donuts & Coffee (dessert!). Although Temaki Bar sushi is not included, you can add cut rolls for \$20 extra per person. The special Tailgate experience is only available in the bar area (drinks are *not* included), and reservations are required ([propereatslasvegas.com](http://propereatslasvegas.com)). This is one of the best deals in Vegas (or anywhere else), so tackle it! -*Nina King*

■ **Aria. 702.590.8664**

Photo by Chris Wooding



# Barry Manilow

Celebrate Christmas With the Legendary Performer

Don't you love the pregame hoopla before an NFL or college football matchup? While you're in Vegas, plan to spend a Saturday or Sunday enjoying all the drama on-screen, the camaraderie off and especially the food. Filling your belly is almost as important as scoring big in your fantasy football league, and at **Proper Eats Food Hall**, you'll find it all.

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# Proper Eats Food Hall Media Hits

Venue	Publication	Media Type	Description	Date	UVM/Circulation
Proper Eats	<a href="#">Nevada Business</a>	Online	Searching for the Golden Ticket	11/1/25	20,000
Proper Eats	<a href="#">Vegas24Seven</a>	Online	Celebrate Race Weekend in the Fast Lane with High-Octane Events from Clique Hospitality	11/4/25	20,000
Proper Eats	<a href="#">Visit Las Vegas</a>	Online	How to Vegas: The Three-Day Weekend Itinerary	11/6/25	598,300
Proper Eats	<a href="#">FabNV</a>	Online	Clique Hospitality Gears Up for Race Weekend in Las Vegas	11/6/25	20,000
Proper Eats	<a href="#">Pride Journeys</a>	Online	Formula 1 Grand Prix Returns to Las Vegas with Elite Entertainment Lineup	11/7/25	20,000
Proper Eats	<a href="#">Casino Times Magazine</a>	Online	Las Vegas welcomes the Formula 1 Heineken Las Vegas Grand Prix 2025	11/10/25	20,000
Proper Eats	<a href="#">Rolling Good Times</a>	Online	Las Vegas welcomes the Formula 1 Heineken Las Vegas Grand Prix 2025	11/10/25	20,000
Proper Eats	<a href="#">Food and Loathing LV</a>	Online	Las Vegas Dining and Entertainment News — November 11 (Golden Hour Specials)	11/11/25	20,000
Proper Eats	<a href="#">MSN</a>	Online	Las Vegas buffet binger on the Strip wanted for unusual \$2K Thanksgiving eating gig	11/18/25	177,956,928
Proper Eats	<a href="#">AOL</a>	Online	Las Vegas buffet binger on the Strip wanted for unusual \$2K Thanksgiving eating gig	11/18/25	18,092,900

## Proper Eats Food Hall Media Hits Cont.

Venue	Publication	Media Type	Description	Date	UVM/Circulation
Proper Eats	<a href="#"><u>Tactical Gun Stories</u></a>	Online	Las Vegas buffet binger on the Strip wanted for unusual \$2K Thanksgiving eating gig	11/18/25	20,000
Proper Eats	<a href="#"><u>FOX News</u></a>	Online	Las Vegas buffet binger on the Strip wanted for unusual \$2K Thanksgiving eating gig	11/18/25	52,791,962
Proper Eats	<a href="#"><u>USA Times</u></a>	Online	Vegas brand seeks Thanksgiving buffet tester for \$2,000 gig opportunity	11/18/25	118,746
Proper Eats	<a href="#"><u>Las Vegas Review-Journal</u></a>	Online	Where to dine out for Thanksgiving in Las Vegas	11/20/25	3,500,000
Proper Eats	<a href="#"><u>Rolling Good Times</u></a>	Online	Las Vegas ready to sparkle this holiday season	11/21/25	20,000
Proper Eats	<a href="#"><u>Casino City Times</u></a>	Online	Las Vegas ready to sparkle this holiday season	11/21/25	20,000
Proper Eats	<a href="#"><u>Las Vegas Magazine</u></a>	Print	Proper Eats Food Hall in Las Vegas now offers a tailgate package	11/30/25	439,102
<b>Total Impressions:</b>					<b>253,717,938</b>

Dropbox Link to November  
Media Hits: [Here](#)

# **Top Media Placements**

## **Easy's Cocktail Lounge**



## Las Vegas Sparkles this Holiday Season with Dazzling Displays, Festive Attractions and Seasonal Favorites

Release Date: 18 Nov 2025

[Easy's Cocktail Lounge](#), the sultry speakeasy hidden within [Proper Eats Food Hall](#) at [ARIA Resort & Casino](#), celebrates the holidays with “**Miracle on Easy’s Street**” from Monday, Dec. 15 through Wednesday, Dec. 31 with floor to ceiling with ornaments, lights, garlands and wreaths. A menu of vibrant, festive libations like the Naughty Gingerbread and the Dasher, Dancer & Prancer and a calendar of holiday events will also be available.

MODERN LUXURY

# The Best Holiday Events in Las Vegas

Make the holiday season merry and bright at these Las Vegas events.

By Hannah George and Tara Vatandoust | November 21, 2025

## Easy's Cocktail Lounge

As the seasons get colder and the world gets cheerier, Miracle on Easy Street will return to Easy's Cocktail Lounge from Dec. 15 to Dec. 31. Guests attending a special show at the famed institution—like the Santa Baby Diva's Night on Dec. 23—can complement their night with one of Easy's signature holiday drinks. Will it be a sip of the Naughty Gingerbread or perhaps the Pistachio Martini?



Easy's wintry Cocktail Lounge

Photo Courtesy of Brand



## A pop icon is behind the comeback of one of Las Vegas' most intimate traditions

Some say the Vegas lounge is a thing of the past, but these venues prove otherwise

### A new nightlife trend emerges

But it's the handful of new speakeasy-style bars along the Strip — Easy's, The Count Room, and Nowhere — that suggests things may now have come full circle. All three venues offer cocktails set against a backdrop of live trios and quartets playing nostalgic, Rat Pack-style tunes. A jazz band also sets up most nights at the Wynn's Delilah, where

# neon

## **From Mariah Carey to 'Drunk Santa,' holiday bars are popping up all over Vegas**



By Christopher Lawrence  
Las Vegas Review-Journal

Published November 19, 2025 - 12:32 pm



### **Miracle on Easy St.**

Easy's Cocktail Lounge is once again getting a holiday makeover with limited-time cocktails and festive shows, including Santa Baby Diva's Night on Dec. 23. It opens at 6 p.m. Dec. 15-31 inside Proper Eats Food Hall at Aria.



## ELITE SPOTLIGHT: DANIEL DUMO AT THE COSMOPOLITAN OF LAS VEGAS

BY LAS VEGAS MAGAZINE STAFF

NOVEMBER 7, 2025

### **Can you share some speakeasy spots and how to get in?**

through what seems to be a bathroom door. A few other noteworthy locations: Easy's Cocktail Lounge at Aria, located within Easy Donuts & Coffee. Mäs Por Favor Taqueria y Tequila: Located in Chinatown at The Center at

# Easy's Cocktail Lounge Media Hits

Venue	Publication	Media Type	Description	Date	UVM/Circulation
Easy's	<a href="#">SFGate</a>	Online	What Vegas used to be like': A 1950s trend is back on the Strip	11/1/25	1,200,000
Easy's	<a href="#">Vegas24Seven</a>	Online	Celebrate Race Weekend in the Fast Lane with High-Octane Events from Clique Hospitality	11/4/25	20,000
Easy's	<a href="#">FabNV</a>	Online	Clique Hospitality Gears Up for Race Weekend in Las Vegas	11/6/25	20,000
Easy's	<a href="#">Las Vegas Magazine</a>	Online	ELITE Spotlight: Daniel Dumo at The Cosmopolitan of Las Vegas	11/7/25	439,102
Easy's	<a href="#">Pride Journeys</a>	Online	Formula 1 Grand Prix Returns to Las Vegas with Elite Entertainment Lineup	11/7/25	20,000
Easy's	<a href="#">Casino Times Magazine</a>	Online	Las Vegas welcomes the Formula 1 Heineken Las Vegas Grand Prix 2025	11/10/25	20,000
Easy's	<a href="#">Rolling Good Times</a>	Online	Las Vegas welcomes the Formula 1 Heineken Las Vegas Grand Prix 2025	11/10/25	20,000
Easy's	<a href="#">Vegas24Seven</a>	Online	Escape to a Holiday-Filled Wonderland at Easy's Cocktail Lounge with "Miracle on Easy St."	11/14/25	20,000
Easy's	<a href="#">City Cast Las Vegas</a>	Online	How to Celebrate Christmas and the Winter Holidays in Las Vegas	11/17/25	20,000
Easy's	<a href="#">LVCVA Press</a>	Online	Las Vegas Sparkles this Holiday Season with Dazzling Displays, Festive Attractions and Seasonal Favorites	11/18/25	598,300

# Easy's Cocktail Lounge Media Hits

Venue	Publication	Media Type	Description	Date	UVM/Circulation
Easy's	<a href="#"><u>Las Vegas Review-Journal</u></a>	Online	From Mariah Carey to 'Drunk Santa,' holiday bars are popping up all over Vegas	11/19/25	3,750,000
Easy's	<a href="#"><u>FabNV</u></a>	Online	5 Las Vegas Holiday Pop-Up Bars	11/20/25	20,000
Easy's	<a href="#"><u>Modern Luxury Vegas</u></a>	Online	The Best Holiday Events in Las Vegas	11/21/25	143,017
Easy's	<a href="#"><u>Rolling Good Times</u></a>	Online	Las Vegas ready to sparkle this holiday season	11/21/25	20,000
Easy's	<a href="#"><u>Casino City Times</u></a>	Online	Las Vegas ready to sparkle this holiday season	11/21/25	20,000
<b>Total Impressions:</b>					<b>6,330,419</b>

**Dropbox Link to November  
Media Hits: [Here](#)**

Wicked Creative  
PR + SOCIAL MEDIA + DIGITAL