

PROPER EATS

— *FOOD*  *HALL* —

November Hours:

Contracted: 34

Worked: 38.45

Wicked Creative
November 2025 PR Summary



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.

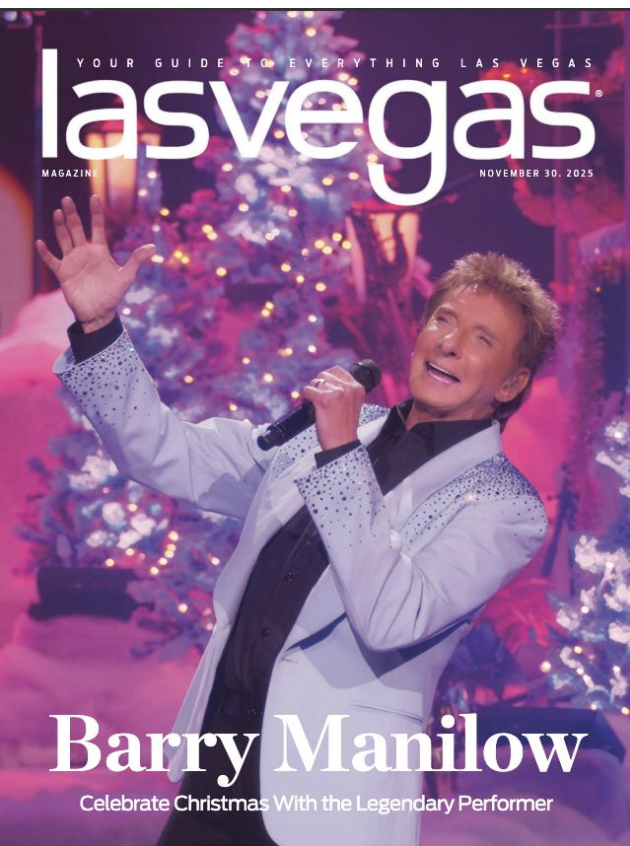


HOW TO VEGAS: THE THREE-DAY WEEKEND ITINERARY



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?



Spotlight



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 Pizaoaki, 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.

■ **Aria. 702.590.8664**

22 | 11.30.25 Las Vegas Magazine

Photo by Chris Woodley



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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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). This is one of the best deals in Vegas (or anywhere else), so tackle it! –Nina King

■ **Aria. 702.590.8664**

Proper Eats Food Hall Media Hits

Venue	Publication	Media Type	Description	Date	UVM/Circulation
Proper Eats	Nevada Business	Online	Searching for the Golden Ticket	11/1/25	20,000
Proper Eats	Vegas24Seven	Online	Celebrate Race Weekend in the Fast Lane with High-Octane Events from Clique Hospitality	11/4/25	20,000
Proper Eats	Visit Las Vegas	Online	How to Vegas: The Three-Day Weekend Itinerary	11/6/25	598,300
Proper Eats	FabNV	Online	Clique Hospitality Gears Up for Race Weekend in Las Vegas	11/6/25	20,000
Proper Eats	Pride Journeys	Online	Formula 1 Grand Prix Returns to Las Vegas with Elite Entertainment Lineup	11/7/25	20,000
Proper Eats	Casino Times Magazine	Online	Las Vegas welcomes the Formula 1 Heineken Las Vegas Grand Prix 2025	11/10/25	20,000
Proper Eats	Rolling Good Times	Online	Las Vegas welcomes the Formula 1 Heineken Las Vegas Grand Prix 2025	11/10/25	20,000
Proper Eats	Food and Loathing LV	Online	Las Vegas Dining and Entertainment News — November 11 (Golden Hour Specials)	11/11/25	20,000
Proper Eats	MSN	Online	Las Vegas buffet binger on the Strip wanted for unusual \$2K Thanksgiving eating gig	11/18/25	177,956,928
Proper Eats	AOL	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	Tactical Gun Stories	Online	Las Vegas buffet binger on the Strip wanted for unusual \$2K Thanksgiving eating gig	11/18/25	20,000
Proper Eats	FOX News	Online	Las Vegas buffet binger on the Strip wanted for unusual \$2K Thanksgiving eating gig	11/18/25	52,791,962
Proper Eats	USA Times	Online	Vegas brand seeks Thanksgiving buffet tester for \$2,000 gig opportunity	11/18/25	118,746
Proper Eats	Las Vegas Review-Journal	Online	Where to dine out for Thanksgiving in Las Vegas	11/20/25	3,500,000
Proper Eats	Rolling Good Times	Online	Las Vegas ready to sparkle this holiday season	11/21/25	20,000
Proper Eats	Casino City Times	Online	Las Vegas ready to sparkle this holiday season	11/21/25	20,000
Proper Eats	Las Vegas Magazine	Print	Proper Eats Food Hall in Las Vegas now offers a tailgate package	11/30/25	439,102
Total Impressions:					253,717,938

**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



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. Màs 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	SFGate	Online	What Vegas used to be like': A 1950s trend is back on the Strip	11/1/25	1,200,000
Easy's	Vegas24Seven	Online	Celebrate Race Weekend in the Fast Lane with High-Octane Events from Clique Hospitality	11/4/25	20,000
Easy's	FabNV	Online	Clique Hospitality Gears Up for Race Weekend in Las Vegas	11/6/25	20,000
Easy's	Las Vegas Magazine	Online	ELITE Spotlight: Daniel Dumo at The Cosmopolitan of Las Vegas	11/7/25	439,102
Easy's	Pride Journeys	Online	Formula 1 Grand Prix Returns to Las Vegas with Elite Entertainment Lineup	11/7/25	20,000
Easy's	Casino Times Magazine	Online	Las Vegas welcomes the Formula 1 Heineken Las Vegas Grand Prix 2025	11/10/25	20,000
Easy's	Rolling Good Times	Online	Las Vegas welcomes the Formula 1 Heineken Las Vegas Grand Prix 2025	11/10/25	20,000
Easy's	Vegas24Seven	Online	Escape to a Holiday-Filled Wonderland at Easy's Cocktail Lounge with "Miracle on Easy St."	11/14/25	20,000
Easy's	City Cast Las Vegas	Online	How to Celebrate Christmas and the Winter Holidays in Las Vegas	11/17/25	20,000
Easy's	LVCVA Press	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	Las Vegas Review-Journal	Online	From Mariah Carey to 'Drunk Santa,' holiday bars are popping up all over Vegas	11/19/25	3,750,000
Easy's	FabNV	Online	5 Las Vegas Holiday Pop-Up Bars	11/20/25	20,000
Easy's	Modern Luxury Vegas	Online	The Best Holiday Events in Las Vegas	11/21/25	143,017
Easy's	Rolling Good Times	Online	Las Vegas ready to sparkle this holiday season	11/21/25	20,000
Easy's	Casino City Times	Online	Las Vegas ready to sparkle this holiday season	11/21/25	20,000
Total Impressions:					6,330,419

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

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PR + SOCIAL MEDIA + DIGITAL