

Mainland

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Jonathan Morr Opens Mainland Restaurant at The Palazzo
*Contemporary Noodle Shop Features Inventive, Inexpensive Asian-Inspired Cuisine and
Unique Circular, Communal Seating Environment*

LAS VEGAS - Mainland, the latest restaurant venture from Jonathan Morr, recently opened its doors at The Shoppes at The Palazzo to offer an unparalleled dining experience for those seeking delectable Asian-inspired noodle dishes and exclusive drinks in a creative setting.

Envisioned as a heightened sensory noodle shop dining experience, Mainland focuses on China's undisputed and widespread influence on the cuisine of neighboring regions. Mainland's menu, conceived by chef Julie Farias, traces this influence by telling its story through noodles and features dishes such as: the Green Tea Noodle Salad, Wonton Crispy Noodle Soup, Ginger Beef and Pad Thai. A delightful refreshment list includes: signature alcoholic milkshakes, incorporating exotic ingredients of lychee, ginger, rose petal and YUZU; toasted marshmallow milkshakes and sweet rice milkshakes; and inventive Che drinks, an adult play on a popular Vietnamese children's drink, available in fusions of Blackberry-Banana and Pineapple-Guava.

"Mainland incorporates the savory and imaginative flavors of Asian cuisine in a highly-stylized setting," said Morr. "With our quick service, inexpensive prices and appetizing fare all situated in a circular, communal setting, the Mainland experience is definitely one to remember."

In addition to bowls of wok-fried and soup noodles, Mainland serves an array of small dishes perfect for family-style sharing, allowing patrons to experience a wide range of menu items. Dishes vary in price from \$7 - \$15.

Morr brought talented Julie Farias, a seasoned New York based chef, to this bold and innovative project highlighting Morr's signature sensibilities and passion of adventure within the realm of Asian cuisine. The aforementioned dishes are not necessarily from one particular country or region, but instead highlight the migrant nature of Chinese flavors throughout Asia, bringing together aromatic, fresh and innovative cooking within a cutting-edge designed space. Mainland pairs the delectable and complex flavors of Asian food with vivid, energetic architecture and interior design by Paris-based designer India Mahdavi, who has frequently collaborated with Morr on projects, including the Townhouse Hotel in Miami, APT in New York, and BondSt in Beverly Hills.

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Morr boldly implemented communal seating into projects in the late 1990's and wittily reimagines it with Mainland, with circular tables and benches seating up to 32 people that coil around the room, adding a twist on the traditional noodle shop experience. With seating availability for 225 patrons in a soaring 7,500 square-foot space, designer Mahdavi sets these large tables on black and white checkered floors, creating a striking contrast with the colorful Chinese textile-inspired palette of beige, red, olive, and jade tabletops. Curved columns in shades of eggplant, jade and scarlet placed throughout the restaurant add an organic feel and balance to the geometric room surrounded by airy, wood paneling.

Mainland is open from 11 a.m. to 11 p.m. Sunday through Thursday, and from 11 a.m. to midnight Fridays and Saturdays. Reservations are accepted for parties of six or more by calling 702.739.6462.

About Jonathan Morr Group:

The Jonathan Morr Group is a restaurant and hotel development company based in New York. Properties include Bond Street restaurants located in New York, Miami, and Beverly Hills, New York based Republic restaurant, Stand, the New York based hamburger emporium, the Townhouse Hotel in South Beach, and Mainland at The Palazzo Las Vegas

About The Palazzo:

The Palazzo Las Vegas is a new resort-hotel-casino of unparalleled luxury, sophistication and contemporary chic. Featuring modern European ambience and design reminiscent of Italian affluent living, The Palazzo is home to more than 3,000 all-suite rooms and offers a unique combination of premium amenities that include: 14 fine dining establishments; extraordinary entertainment with the Tony Award-winning musical JERSEY BOYS and 40/40 Club, a Las Vegas version of New York's dynamic sports bar and lounge; The Shoppes at The Palazzo featuring luxury stores anchored by Las Vegas' first-ever Barneys New York, the Strip's first Lamborghini dealership, and the largest Canyon Ranch SpaClub to date.

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