

PRESS RELEASE

For immediate release



PATTAYA

HARD ROCK CAFE PATTAYA SHINES THE SPOTLIGHT ON NEW LIMITED-TIME FALL OFFERINGS

Expanded Menu Features Hand-Crafted and House-Made Ingredients, Available Starting September 6



PATTAYA, THAILAND, September 6, 2018 - Hard Rock Cafe Pattaya is taking center stage as the brand rolls out its new limited-time menu that will be sure to rock any appetite. Beginning September 6, Hard Rock will serve up fresh and flavorful dishes from the Bourbon Baby Back Ribs to the Tequila Lime Chicken Fajitas, along with a new limited-time beverage menu.

Hard Rock Cafe Pattaya's newest limited-time cuisine treats guests to a concert of flavors with Hard Rock flair. These new dishes include:

- **Bourbon-Glazed Baby Back Ribs** - smoked and seasoned Baby Back Ribs infused with a new American Bourbon BBQ sauce, served with French fries, homemade coleslaw and classic mac & cheese
- **Tequila & Lime Chicken Fajitas** - chicken marinated in tequila and lime, then grilled and seasoned with Tex Mex-style spices, served with red peppers, a roasted corn salad, grilled jalapenos and onions
- **Crispy Chicken Sliders** - beer battered chicken, served crispy on three toasted slider buns with melted Monterey Jack Cheese and fried pickles, served with seasoned French fries
- **Whiskey Bacon Jam Sliders** - three burger patties topped with melted cheddar cheese and our homemade whiskey bacon jam, served on a toasted bun with seasoned French fries



PATTAYA

PRESS RELEASE

For immediate release

- **Southern BBQ Sliders** - three pulled pork sliders with our house-made Bourbon BBQ sauce on a toasted bun over crisp apples, topped with coleslaw and served with seasoned French fries
- **Grilled Salmon** - served on a bed of roasted garlic quinoa and rice with a black pepper crème fraiche, then topped with gin-infused pickled cucumbers

Additionally, Hard Rock has new limited-time beverage menu items that are ready for the spotlight. Created by top mixologists, guests can enjoy cocktails, such as the Bourbon Brownie Shake, a mix of Jim Beam bourbon, vanilla ice cream, salted caramel syrup and garnished with whipped cream, a brownie and caramel drizzle. Or if more of a kick is desired, guests can also try the Rock House Punch, a mix of Cruzan White Rum, Myer's Dark Rum, pineapple juice, fresh lime juice and garnished with an orange wheel and an edible orchid, along with many other cocktail creations. Each featured fall cocktail is handcrafted and made with flavorful ingredients.

Guests are encouraged to stop by Hard Rock Cafe Pattaya to try out the new fall menu and cocktail lineup from today till 28 October 2018 or visit <https://www.facebook.com/HardRockCafePattaya> for more information and call 038 426 635 for making reservation.

About Hard Rock Cafe Pattaya

Hard Rock Cafe Pattaya has been rockin' in Pattaya since 15 October 2001. It shouts out the greatest memorabilia from famous artists, American-size dishes with Southwest American favorites including legendary 10 oz. burgers, fajitas, Hard Rock nachos, hot fudge Brownie Sundae and served the coolest draught beer or fanciest cocktails by our friendliest staffs. It is not just a restaurant but a rockin' attraction for great foods and music, oodles with fun and lively atmospheres.

About Hard Rock International

With venues in 74 countries, including 185 cafes, 26 hotels and 12 casinos, 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, which is displayed at its locations around the globe. Hard Rock is also known for its collectible fashion and music-related merchandise, Hard Rock Live performance venues and an award-winning website. HRI owns the global trademark for all Hard Rock brands. The company owns, operates and franchises Cafes in iconic cities including London, New York, San Francisco, Sydney and Dubai. HRI also owns, licenses and/or manages hotel/casino properties worldwide. Destinations include the company's two most successful Hotel and Casino properties in Tampa and Hollywood, FL., both owned and operated by HRI parent company The Seminole Tribe of Florida, as well as other exciting locations including Atlantic City, Bali, Cancun, Daytona Beach, Ibiza, Orlando, Shenzhen and San Diego. Upcoming new Hard Rock Cafe locations include, Maldives, Manila, Malaga, Georgetown, Fortaleza, Rosario and Chengdu. New Hard Rock Hotel, Casino or Hotel & Casino projects include Berlin, Budapest, Desaru Coast, Dublin, London, Los Cabos, Maldives, New York City, Ottawa, Sacramento, Dalian and Haikou in China. In 2018, Hard Rock International was recognized as a Forbes Magazine Top Employer for Women. For more information on Hard Rock International visit www.hardrock.com.

For more media information, please contact:

Khwanjira Jinjantaravong

Marketing Communications Manager

E-mail: khwanjira.j@hardrockhotels.net

Hard Rock Hotel Pattaya & Hard Rock Cafe Pattaya

429 Moo 9 Pattaya Beach Road, Chonburi 20150

Tel: +66 38 428755

Toll Free Number (Thailand) 1800 999 001

Fax: +66 38 421673

Website: <http://pattaya.hardrockhotels.net>

