



NEWS RELEASE

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First guest rooms open as Southland Casino Hotel seeks to broaden its geographic appeal

Rooms available with Lucky North® Club members eligible for discounts

Hotel guests can enjoy several bars and dining options: The Kitchens – a unique buffet experience with seven themed kitchens, Sports Bar & Grill, Ignite Steakhouse, The Fry House and The Grind coffee shop

WEST MEMPHIS, Ark. (July 13, 2022) – Southland Casino Hotel in West Memphis, Ark., has opened the first phase of its new hotel, with rooms now available for purchase by the public and by members of the Lucky North player rewards club, who are eligible for discounts.

Southland opened 89 rooms on six floors, including six of the hotel's 60 suites, on July 1 and has been booking them daily for players. The remainder of rooms in the 300-room, 20-story hotel tower, including 12 penthouse suites on the top floor, are anticipated to open in September.

Southland's ongoing \$320 million casino expansion included the spring opening of a new 113,000-square-foot gaming floor that features 2,400 slot machines, as many as 50 live table games and a variety of dining options.

Guest rooms at Southland Casino Hotel can be reserved by calling 833-703-3350.

"Our staff has had an opportunity to fine tune the high level of service we are providing, and now we can accommodate other guests who want to experience the new hotel," said Jeff Strang, Southland's senior director of marketing.

"We know our loyal casino patrons will want to take advantage of being able to stay overnight right at Southland, mere steps away with our new spacious casino floor and new bars and restaurants. We anticipate more 'staycation' guests from Memphis and more guests visiting from Little, Rock and other parts of Arkansas, Nashville and other parts of Tennessee, northern Alabama and even St. Louis," Strang said.

Southland is planning a far-reaching advertising campaign to increase awareness of the hotel and casino in major markets within 300 miles. It has also formed partnerships with the Memphis Chamber of Commerce and Memphis Tourism to help promote the casino as a regional destination and attract more visitors to greater Memphis.

"Southland Casino has become a strong amenity for visitors that come to the Mid-South," said Kevin Kane, President and CEO of Memphis Tourism. "People in the Memphis area will use this property for more than just gaming. With a brand new casino, hotel and restaurants, this new facility is an added bonus to our tourism industry. We look at Southland Casino as a part of the Memphis community."

Casino Dining Options

The casino's new dining options – The Kitchens buffet, Ignite Steakhouse, The Fry House and The Grind coffee shop – are all now open. Delaware North, the global hospitality and entertainment company that owns and operates Southland, brings a world-class culinary experience to patrons and guests. The

company also brings its hospitality experience – it operates more than 25 lodging properties through its gaming and its parks and resorts divisions – to the hotel’s operation.

The Kitchens is an expansive 458-seat, non-traditional buffet featuring seven “open kitchens” that showcase the preparation and cooking of over 100 selections, a bakery and a bar. A private dining room for up to 60 guests is also available.

The Kitchens features a 400-foot dining line and a patio area overlooking the casino floor. The seven Kitchens are:

- Ladle & Field – Featuring hand-tossed salads made to order.
- Mama Mia – Italian favorites include made-to-order pasta specialties and fresh pizzas and more.
- Southern Fixin’s – Southern favorites fried chicken, catfish, greens, macaroni and cheese, cornbread and bakery fresh butter rolls.
- Butcher’s Block – Carved, smoked or grilled specialty cuts of meats and / or steaks.
- Fresh Catch – Steaming hot seafood served right from the kettle pot.
- Sweets & Co. – Freshly baked breads, rolls, pies, cakes and southern desserts.
- The Kitchens Bar – Select batch cocktails, draft beer and wine. The price of The Kitchens buffet includes one alcoholic beverage.

All-you-can-eat crab legs are back for a limited time on Fridays and Saturdays from 11 a.m. to 11 p.m. for \$54.99 at the Kitchens. The Kitchens is open Thursdays from 5 p.m. to 10 p.m. for \$34.99. All meals include one complimentary alcoholic beverage and unlimited non-alcoholic beverages.

One of the benefits of being a Lucky North Club card member at Southland is that tier card discounts at The Kitchens when paying with cash or with credit card can be used for the entire bill or balance of a bill.

Ignite Steakhouse is the newest upscale steakhouse in the Mid-South area. At Ignite, guests can enjoy charcoal-grilled steaks, paired with favorite wines or handcrafted cocktails. In addition to premium steaks, Ignite also serves up local favorites with a farm-to-table experience. And food connoisseurs will appreciate the Chef’s Table, where guests can enjoy a unique culinary experience. Ignite is open Wednesdays, Thursdays and Sundays from 5 p.m. to 10 p.m. and Fridays and Saturdays from 5 p.m. to 11 p.m. Reservations can be made at [OpenTable.com](https://www.opentable.com).

The Fry House features Southern-fried, homestyle cooking with bold flavors. Traditional fried chicken tenders, fried catfish filets, hand-cut French fries and all the fixin’s are available. Plus, fried pies, ice cream and local craft beers and cocktails can top off the meal. The Fry House is open Sunday through Thursday from 11 a.m. to 11 p.m. and Fridays and Saturdays from 11 a.m. to 2 a.m.

The Grind is Southland’s new quick-service coffee shop offering gourmet coffees, pastries, sandwiches, and grab-and-go options. The Grind is open daily from 8 a.m. to 8 p.m.

Another dining option is the **Sports Bar & Grill**, which includes Southland’s Betly sportsbook, and the **Chairman’s Bar** and **Charred Oak Bourbon Bar** provide additional options for relaxing with a beverage within the casino.

About Southland Casino Hotel

Southland Casino Hotel has been a major racing venue for more than 60 years and recently opened its newly expanded casino complex that boasts 2,400 total slot machines, as many as 50 live table games, sports betting and a new covered parking garage with over 1,400 spaces. Restaurants at Southland include The [Kitchens](#) – a unique buffet experience, [Ignite Steakhouse](#), [The Fry House](#), [The Grind](#) and the [Sports Bar & Grill](#), while new bars include the [Chairman’s Bar](#), [Charred Oak Bourbon Bar](#) and the Ignite Steakhouse Bar.

Southland has long been a pivotal fixture of the West Memphis community, strongly supporting the

community with jobs, business stability, and economic contributions. It has consistently won awards for its outstanding community service, including millions of dollars donated to neighborhood charities and educational institutions. Southland is owned and operated by Delaware North, a global leader in hospitality and entertainment. More information is available at www.southlandcasino.com.

About Delaware North

Delaware North is a global leader in the hospitality and entertainment industry. The company annually serves more than a half-billion guests across four continents, including at high-profile sports venues, airports, national and state parks, restaurants, resorts, hotels and casinos. Building on more than a century of enduring partnerships and a commitment to local communities and sustainability, Delaware North's vision is to delight guests by creating the world's best experiences today while reimagining tomorrow. Learn more at www.DelawareNorth.com and connect with us on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

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