



EL SAN JUAN  
HOTEL & CASINO

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**LEGENDARY EL SAN JUAN HOTEL & CASINO BRINGS A TASTE OF THE SOUTH  
TO PUERTO RICO WITH BROTHER JIMMY'S BBQ**

*New York City's Favorite North Carolina Barbeque Debuts in Puerto Rico, September 2008*

**SAN JUAN, PUERTO RICO – September X, 2008** – The El San Juan Hotel & Casino ([www.ElSanJuanHotel.com](http://www.ElSanJuanHotel.com)) is kicking off the fall football season with the debut of Puerto Rico's first outpost of Brother Jimmy's BBQ. Officially opening its doors on September 6, the 8,000-square-foot bar and grill will be the first and largest Brother Jimmy's location outside of New York City, bringing El San Juan Hotel guests and local sports fanatics alike the ultimate indoor and outdoor party scene. The highly anticipated 220-seat watering hole will boast a Backyard Movie House, Swamp Water Cocktail Bar, mechanical bull, 22 high-definition, LCD flat-screen televisions and more.

"We are dedicated to creating an attractive, high-energy social atmosphere for all our guests to enjoy," explains John Paul Oliver, managing director, El San Juan Hotel & Casino. "With the addition of Brother Jimmy's BBQ, the El San Juan Hotel can now offer guests even more diverse culinary and entertainment experiences within an already enticing tropical destination."

While the playful design of the hotel's rooftop lounge takes cues from existing Brother Jimmy's locations with vintage license plates, college pennants, antique Jack Daniels' barrels and classic roadster hubcaps lining the walls, this new outpost will feature both indoor and outdoor elements for a truly distinct experience and spectacular Caribbean views.

The spirited sports bar scene will take the restaurant's stress-free disposition one step further with the Backyard Movie House, offering guests a remarkable combination of rustic, southern merriment and state-of-the-art technology. The outdoor exposed deck fuses six laid-back picnic tables with a massive 25' x 25' flat screen television for major sporting events and movie nights. Moving back inside, guests will be eagerly lining up at the restaurant's first ever Swamp Water Cocktail Bar, serving Brother Jimmy's famous specialty cocktails, including swamp water fishbowls, pitchers of margaritas and the extremely excessive trash can punch.

Local chef Ernie Reyes will take the helm as the venerated Pit Master behind the "down home" culinary offerings that will satisfy even the most gourmand palettes with fresh southern delicacies, including Corn Fritters, Fried Green Tomatoes, Stuffed Jalapenos, Biscuits & Gravy, Dry Rub Ribs, Cider Glazed Pork Chops and more. For after dinner treats, guests can choose from a delectable assortment of classic desserts, including Pecan Pie, Mississippi Mud Cake,

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Key Lime Pie, Banana Cream Pie and Apple Crumb Pie. As the first Brother Jimmy's outpost located outside New York City, Chef Reyes will also offer a savory selection of native dinner entrees, including Plantain Crusted Snapper, Rum Glazed Pork Tenderloin, Yucca Chips and Tostones. All the dishes are large enough for sharing, allowing everyone to partake in new taste sensations and flavors.

Brother Jimmy's BBQ will be open seven days a week. Hours are 5:00pm to 12:00am on Monday through Friday, and 12:00pm to 12:00am on Saturday and Sunday. The lounge is also available for private events for up to 300 guests.

Brother Jimmy's BBQ is just one of many acclaimed dining and cocktail options available at the El San Juan Hotel & Casino. Located in the heart of San Juan's fashionable Isla Verde District, the El San Juan Hotel & Casino brings guests a world of flavor with an abundance of award-winning, international cuisines, including culinary delights found at Koco, The Palm Restaurant, Yamato, La Piccola Fontana and Las Terrazas.

The El San Juan Hotel is dramatically set on one of Puerto Rico's most picturesque beaches, and has long been recognized as the leading hotel and casino of the Caribbean, hosting guests ranging from celebrities and royalty, to seasoned families who have frequented this prestigious hotel year after year. For more information about El San Juan Hotel & Casino, please visit [www.ElSanJuanHotel.com](http://www.ElSanJuanHotel.com) or call (866) 317-8935.

El San Juan Hotel & Casino is part of the LXR Luxury Resorts & Hotels collection, a portfolio of independent properties distinguished by a style and spirit that captures the unique qualities of their setting. LXR properties are located throughout the United States and the Caribbean. The collection also includes the renowned Golden Door Spa brand. For information and reservations, visit the Internet at [www.LuxuryResorts.com](http://www.LuxuryResorts.com) or call 1-877-LXR-XOXO.

### **About Brother Jimmy's BBQ**

The first Brother Jimmy's restaurant opened its doors in 1988 on New York City's First Avenue. Inspired by legendary North Carolina slow-smoking barbeque joints, its mission was to bring "down home" cooking and good times from the south to the heart of the northeast. Two year later the original restaurant moved to First Avenue and 76th Street, a location almost double its original size. After twenty years of popularity and robust growth, the fifth New York City Brother Jimmy's restaurant just recently opened its largest New York location on the corner of 31<sup>st</sup> Street and Lexington Avenue in July 2008. For more information, please visit the restaurant website at [www.brotherjimmys.com](http://www.brotherjimmys.com).

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