



Prime Steak

An Eye on Vegas Exclusive

A Maxim steakhouse, say it ain't so? When the **Morgans Hotel Group** purchased the **Hard Rock Hotel** (Eye on Vegas Breaking News – **05/16/06**) it was obvious that changes were going to take place in an effort to re-brand the property into a more upscale boutique hotel on par with the **Delano Hotel** (*Miami*) and the **Hudson Hotel** (*New York City*). We also pointed out that Morgans is more than comfortable outsourcing their restaurants and pointed at **Jeffrey Chodorow's** management contract for **China Grill Management's** outlets in a half-dozen Morgans properties around the globe. The Eye has been told that the first restaurant at the Hard Rock to receive a new look will be **AJ's Steakhouse** which will

make way for another brand extension from **Dennis Publishing** and their venerable **Maxim Magazine**. From all accounts **Maxim Prime** will be an upscale steakhouse overseen by Chodorow and created by brilliant designer **Dodd Mitchell** (*Sushi Roku*). This seems somewhat odd as Dennis Publishing announced that a **Maxim Hotel & Casino** would be built on the Las Vegas Strip in coming years (Eye on Vegas – **06/06/06**). Our guess, the casino plan is out and the steakhouse is in?