



# Gordon Ramsay Hell's Kitchen

## Caesars Palace Las Vegas

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Words: Kristofer Thomas • Photography: Courtesy of Hell's Kitchen

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**A**lthough Hell's Kitchen remains one of the most visible parts of celebrity chef Gordon Ramsay's expansive portfolio, it may come as a surprise that until now the long-running TV series has not lent its name to an actual restaurant. Many know the name and format, but few – save for those lucky enough to be audience members at the converted Los Angeles warehouse wherein the show is filmed – had experienced Hell's Kitchen without the veneer of show-business and scripted reality.

Landing as the latest F&B addition to Las Vegas' landmark Caesar's Palace, Gordon Ramsay Hell's Kitchen looks to remedy this, opening up the experience to diners with its first physical location. Designed by Jeffrey Beers and led by Executive Chef Jennifer Murphy and Head Chef Michelle Tribble – the latter the winner of the show's 17<sup>th</sup> series – this new kid on the strip draws inspiration from both its TV origins and the indulgence synonymous with its setting. Channelling the thrill of the cook through a more

intimate lens than guests may expect from a Vegas main feature, the project might well be adorned by the name of one of the world's most famous chefs, but works hard to build its own distinct character.

“Gordon Ramsay Hell's Kitchen restaurant is the world's first eatery inspired by a hit television show, and brings a new destination restaurant to the famous Las Vegas Strip,” says Louie Maione, General Manager. “As is the case with all his restaurant offerings, Chef Ramsay plays an active and pivotal role in the development of the project from concept to opening and beyond.”

Far from Ramsay's Vegas debut – his eponymous brand already boasts four restaurants within the city limits spanning speciality burgers, steaks, fish and chips and pub grill meals – Hell's Kitchen nonetheless lands as the destination option. Diners are welcomed by a six-foot-tall installation of the Hell's Kitchen logo, complete with flaming trident, then ushered in by a digital version of Ramsay himself, which appears on





a screen by the front desk, utters a stern welcome, folds his arms, and turns his back to lead you in.

Divided into a large central space with views of the open kitchen and a channel of more intimate tables around the edge, Beers' design affords both the bustle that guests might expect of a celebrity chef's establishment as well as a moment of respite from the chaos of the strip. Subtly incorporating motifs from the show, the interior features details like small trident prongs attached to the linear lighting fixtures, and accents of the ice blue and fire red that the show's contestants wear across the marble bar.

"We were given quite a bit of creative freedom when designing the space, and it's unusual in that it's a freestanding building right on the strip," Beers explains. "As such we were free to celebrate Gordon and Hell's

Kitchen. We imagined a warm environment, and designed the open-plan kitchen to be a theatre for the restaurant. There's residential timelessness to it."

With Beers' design subtly referencing Hell's Kitchen's televisual roots, it makes sense that so too does the menu. Fans will recognise beef wellington served with a pool of red-wine demi-glace, glazed root vegetables and potato purée, whilst eggs in purgatory is given a heated desert kick with spicy tomato sauce and Valbreso feta cheese on a base of sourdough toast. The Hell's Kitchen Burger makes an appearance too, as a lunch-only special, bringing together an all-American patty with the continental tang of Fresno pepper jam. Meanwhile, the ever-popular, contestant-busting scallops, plated here with English pea purée, braised bacon lardons and pickled fennel, offer a tangy appetiser.

"It's designed to be an experiential and immersive restaurant," Maione continues. "So to enhance the dining experience, and tie in further to the show, several of the most successful signature TV menu items and recipes are found on the restaurant's menu." Whilst longstanding fans will find comfort in these Hell's Kitchen mainstays, it is a series of new additions, and the fleshing out of familiar concepts into a full menu, where the restaurant steps out from its namesake's shadow.

This begins at the bar with a collection of speciality cocktails. Notes From Gordon, marrying Plymouth Dry Gin with green tea, lemongrass, peach and lemon, is served – as the name suggests – with a literal note from Gordon, offering either motivation or trademark criticism. There is a strong and forceful introductory note, but sweet flavours deep down.



Meet Your Maker – combining Maker’s Mark bourbon, Domaine de Canton, mint, apple, strawberry and cinnamon – takes a similar approach, with the initial kick mellowing out to leave fruitier tones intact down the line. Fear & Loathing, meanwhile, pays tribute to the seduction of Vegas lore with a mixture of El Silencio mezcal, Luxardo, cold-pressed blood orange juice, pineapple and lemon.

Meanwhile, an expansive seafood selection – featuring a shellfish tower alongside half-shell oysters and tuna tartar – as well as a choice of dry-aged filet mignon or tomahawk steaks provide the classic flavours, and a starter of fabled wagyu beef meatballs channels Sin City’s notorious penchant for indulgence.

Served in modernist bespoke glasses from Libbey’s Master Reserve, the bar menu creates a new facet of the Hell’s Kitchen concept for guests and fans alike to explore.

Structurally untethered from Caesar’s Palace – the hotel and restaurant share a plot of land but few of the former’s ultra-luxe calling cards save for the Arezzo brushed gold cutlery and BauscherHepp stoneware plates – Hell’s Kitchen nevertheless sits on a prime, strip-facing location, and uses this position to further set itself apart from a swathe of Vegas in-hotel F&B venues that if truth be told can often blur into one.

“As the first Gordon Ramsay Hell’s Kitchen restaurant, it is blazing its own trail,” Maione

notes. “It’s Chef Ramsay’s second restaurant at Caesars Palace, joining Gordon Ramsay Pub & Grill, and both perfectly align with Caesars’ great culinary traditions.”

Themed, but far from a slave to its roots, Hell’s Kitchen brings yet another landmark brand to the epicentre of landmark brands, but works to subtly translate its origins into something infinitely more accessible. “I hope that guests feel like they’ve been a part of something,” Beers concludes thoughtfully. “This isn’t a formal sit-up-straight-and-be-quiet-style restaurant – it’s theatrical, social and dramatic.”

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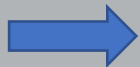




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Jeffrey Beers on the design concept behind  
Gordon Ramsay Hell’s Kitchen in Las Vegas

