

Millennials target for GameWorks new menu

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US operator GameWorks is appealing to millennials with its The Works Kitchen that it is unveiling at its seven adult-oriented locations.



A full entertainment and dining experience is promised in The Works Kitchen created by chef Tony Leitera.

He brings 20 years of culinary experience in his role as the new corporate executive chef at GameWorks. He was previously working with Guy Fleri on operating and expanding his branded locations.

The Works Kitchen will offer guests selections from a varied menu that places a modern American spin on bar classics and also includes healthy options. The upscale food offering has a contemporary approach to traditional dishes with special twists. At the top end is the signature Works Burger, a grilled cheese-stuffed 1.5 pound double burger but there is also the unique frozen brunch milk shake that is a meal in itself.

“At GameWorks, guests can have a complete entertainment experience in which food plays a major role. With this distinctive restaurant concept we’ve created, GameWorks is fast-building a reputation as an entertainment and eSports destination, and stands to soon become recognised for our food as well. Currently, we serve thousands of meals weekly to guests frequenting our restaurants

throughout the nation and The Works Kitchen at GameWorks will now appeal to an even broader audience,” Leitera said.

The GameWorks locations are in Virginia, Colorado, Nevada, Kentucky, Minneapolis, Illinois and Seattle, each has an average of 20-30,000sq.ft with around 120 of the latest games, laser tag and bowling, billiards and other attractions.