# IT'S OFFICIAL – SPARKS IS NOW HOME TO AN AUTHENTIC IRISH PUB AND TEXAS STYLE BARBECUE

## *O'Cleary's and CBQ Open at The Outlets at Sparks April 24*

**SPARKS, Nev. (April 7, 2014)—**Dining options in Sparks, Nev., have expanded with the opening of **CBQ (Cowboy Bar & Que)** and **O'Cleary's Irish Pub** **April 24 at The Outlets at Sparks**. Leasing approximately 24,000 square feet, the new restaurants take over the space formerly occupied by Cadillac Ranch and Rack N Pinz on the second floor and located next door to the new Galaxy Sparks IMAX Theater. Owned by Trifecta Management Group (TMG), the restaurants are designed to create custom experiences.

"Based on our research of the Sparks and Reno area, we created barbeque and Irish pub concepts," Mike Auger, managing partner at Trifecta Management Group, said. "We believe these restaurants will be great complements to the community and The Outlets at Sparks. We want both of these locations to be tailored specifically for the local residents, visitors and business community. If our guests have a great meal, great service, lots of fun and a memorable time out each visit, we will have accomplished our goal."

CBQ is a family-friendly casual dining restaurant that creates an authentic Kansas City and Texas style barbecue experience. Baby back ribs, pulled pork, beef ribs, grilled sausages, wild salmon and southwest offerings are the foundation of the restaurant. Meats are smoked up to eight hours over hickory wood, which burns slower and provides a touch of sweetness with a fresh hickory flavor. Dishes are enhanced with an array of signature homemade sauces—Cowboy BBQ, Spicy BBQ, Carolina Mustard and Sweet Baby Mike's. CBQ will host live entertainment, featuring popular local and regional bands each weekend.

O'Cleary's is focused on being the Reno-Sparks area's choice for a traditional Irish pub experience featuring Irish specialties and gastropub style cuisine with more than 40 craft beers, a large selection of Irish whiskeys and single malt scotch. The concept is designed to capture the social gathering tradition and experience found at Irish pubs. The pub will have sports viewing with more than 20 large screen televisions, six lanes of bowling, billiards and darts. Customers will find traditional favorites merged with contemporary comfort foods like fish and chips, corned beef and cabbage and bangers and mashed, and new favorites including Irish lamb pasties and curry potato and hickory-smoked bacon pizza.

Both venues will be joined by a covered outside dining area, The Patio, where small bites and favorite drinks will be available along with acoustic music on select nights.

The restaurants will also accommodate corporate events, social gatherings and special occasion parties for up to 1,000 guests with a customized banquet menu.

"We're especially excited about our local management team and crew, led by General Manager Mariel Sharron, who has extensive hospitality and restaurant experience," Auger said.

About Trifecta Management Group
Founded in 2005, Trifecta Management Group (TMG) provides innovative concepts, comprehensive management services and value added solutions/systems to the restaurant and retail entertainment industries. The founders and managing partners of TMG have more than 60 years of related experience and comprised the executive management team and the strategic, operational and development nucleus at GameWorks, the acclaimed

restaurant and interactive entertainment concept founded by Steven Spielberg, Universal Studios and Sega. TMG is known for creating custom concepts and manages venues in Arizona, California, Florida, Kansas, Kentucky, Minnesota, Nevada and Ohio.

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