



Toby Keith's I Love This Bar & Grill opens 20,000 s/f restaurant at Destiny USA

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The highly anticipated opening of Toby Keith's I Love This Bar & Grill is here. The entertainment and dining venue on the third level of Destiny USA is now open.

"We have been inundated with questions and comments about the opening of Toby Keith's I Love This Bar & Grill and I am thrilled to say that they are now open," Rob Schoeneck, Destiny USA's General Manager, stated. "The restaurant came out beautifully and we are excited to see this venue filled and full of fun this weekend."

Toby Keith's I Love This Bar & Grill is located on the third floor of Destiny USA and encompasses 20,000 s/f of space. It is owned and operated by Boomtown Entertainment, LLC. This is the restaurant group's first location in New York State. Destiny USA's site includes retail space, a full restaurant menu, and private and semi-private booths adjacent to a live entertainment stage.

The restaurants are also known for their fun atmosphere, the Whiskey Girls, beer in mason jars, and, of course, Toby's signature dish, the fried baloney sandwich. There is entertainment all week long with live music, plasma TV screens, private rooms for parties or corporate events, as well as a 95-foot guitar shaped bar.

Destiny USA is a 2.4 million square foot tourist destination in Syracuse, NY that includes a strong mix of luxury outlet tenants, restaurants and entertainment. New brands are continuing to open to create a unique and dynamic consumer shopping experience. A stunning three-story glass atrium provides perfect weather year round. Oxford Economics has projected an annual visitation rate of over 29 million visitors from throughout the U.S. and Canada. Destiny USA is expected to be the second most visited shopping center in the country, according to Travel and Leisure magazine. It is the largest LEED Gold certified retail commercial building in the world.

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