

Vietnamese Pho Restaurant Launches Dance-Inspired Dining Experience in Collaboration with Content Creators

Pho Ever x Grublifē launch a viral food-dance collab featuring chef/dancer My Nguyen and #DanceBehindTheCounter to spotlight Vegas' creative talent.

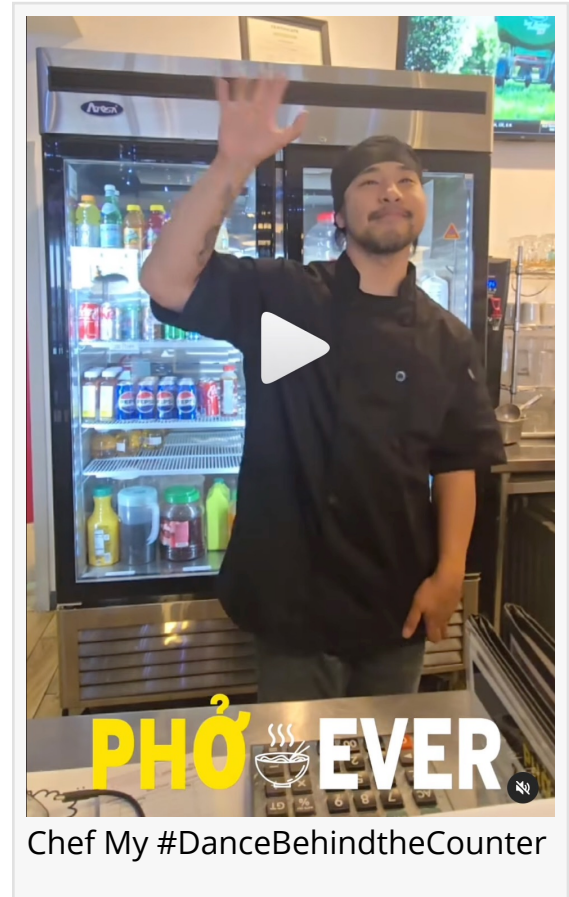
SUMMERLIN LAS VEGAS, NV, UNITED STATES, May 27, 2025 /EINPresswire.com/ -- Pho Ever, a beloved Vietnamese restaurant in the heart of [Summerlin, Las Vegas](#), is putting a fresh spin on food content by blending culinary craft with the rhythm of dance. In a vibrant collaboration with food content creator [@Grublifē](#), the restaurant introduces a unique food review experience—with a twist.

At the heart of the campaign is Chef My Nguyen, a professional dancer-turned-chef, who sees an undeniable link between the kitchen and the stage. "In both food and dance, it's about style, flow, and texture. The right balance brings out true expression—whether it's a bowl of pho or a freestyle on the floor," says Chef My.

The video, captured by Grublifē, showcases Pho Ever's signature dishes alongside unexpected choreography—performed right behind the counter. It's all part of a new movement Pho Ever is championing to support local artists and dancers. The restaurant has officially kicked off a #DanceBehindTheCounter trend, inviting performers to bring their artistry into the kitchen and share it with the world.

This bold fusion of food and performance celebrates community, creativity, and culture—core values at Pho Ever. With its growing following and dynamic social presence, the restaurant continues to redefine what dining out in Vegas can look and feel like.

Whether you're a Vegas local or just visiting, Pho Ever is the perfect spot to refuel—or sober up—after a night of dancing. Come enjoy a bowl of pho—and if you're feeling bold, ask to film your own dance behind the counter and join the #DanceBehindTheCounter movement.



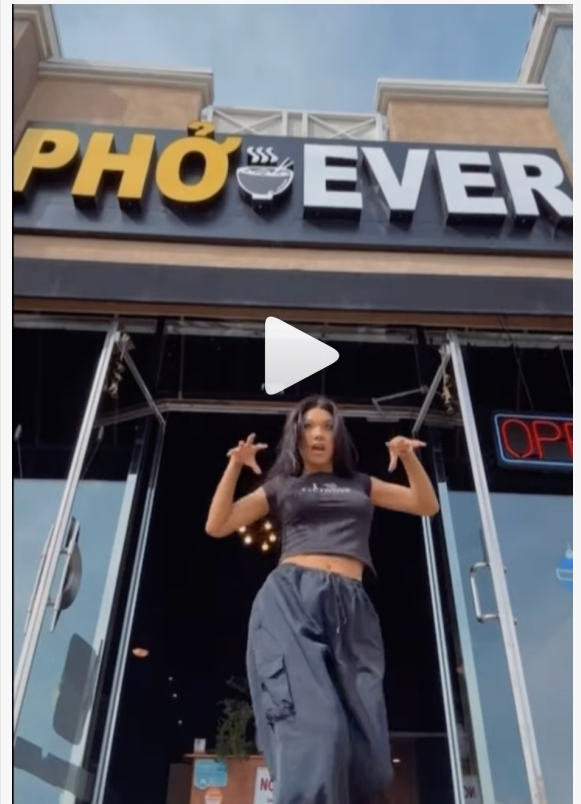
Follow the movement on Instagram at @[phoeverny](#) and @grublif

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Chef My Nguyen

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Staff in front of Pho Ever Storefront



Rice and Chicken Roti at Pho Ever

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