

FOOD & DINING

Inside \$15K members-only dining club where you can order 'the Devin Booker of croutons'

**Endia Fontanez**

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Walking through the industrial, underground stadium hallways at the PHX Arena, it can feel as if you're somewhere you're not supposed to be. The din of pop music, security guards talking and basketball shoes squeaking provide the soundtrack. On the event level of the arena, a single wine glass in red neon light marks the entrance to The Ra Ra Room, one of the most exclusive members-only dining clubs in Phoenix.

The heavy door is a portal back in time to a moody, dreamlike speakeasy that feels a world apart from the sports arena that houses it. Frank Sinatra plays over the speakers, welcoming guests to a Gatsby-esque sanctuary of marble and pressed white linen tablecloths, heavy drapery and gold accents.

"It is a place that kind of takes on the energy of the demographic in the room," said general manager Jared LoPriore.

The Ra Ra Room is the 1st members-only restaurant in a sports venue

The Ra Ra Room is the first members-only restaurant inside a sports venue in the country. It's also the first Major Food Group restaurant in Arizona. (Major Food Group is known for concepts like Carbone, ZZ's Club and Saddle's.)

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"It reflects its own identity in a lot of ways, because the culture here is very different than New York, but we do try to preserve the old school, traditional style of New York service," LoPriore said.

Rather than servers or hosts, staff at The Ra Ra Room are referred to as "captains." LoPriore said captains are thought of as "somebody that's going to literally control your vessel, your journey."

"You start off at this port hungry, and you end up at the next port full. There's a lot of stuff that goes on between those two points, right?" he explained. "It's water, it's cocktail refills, it's conversations about your shirt, about allergies, where you're from."

Since the restaurant opened its doors in Nov. 2024, LoPriore said a common line of feedback he's received from guests has been that The Ra Ra Room "feels like home."

"That rhythm and chemistry between guests and server is really starting to grow strong, and now guests will ask for their specific server or captain, because that relationship has blossomed into one that you would almost have with your barber or your hair stylist or your doctor," LoPriore said.

The Ra Ra Room regularly hosts celebrities, including [Phoenix Suns](#) players and their families. But LoPriore said it is important that everyone is seen as equal while dining — one guest is not more important than another, but rather, captains should ensure that every single guest has a perfect experience.

What's on the menu at The Ra Ra Room?

The Ra Ra Room's menu incorporates popular dishes from the Major Food Group family of restaurants, including Carbone's spicy rigatoni vodka, which LoPriore called "one of the most famous pastas in the world," and tableside Caesar salad alla

ZZ's Club that comes topped with what LoPriore called "the Devin Booker of croutons."

The portions are massive, so LoPriore recommends everything be shared between at least two people. The go-to order for a table for two, he said, might include the Caesar salad (\$29), Carbone's spicy rigatoni (\$34), Mario's meatballs (\$30), veal parmesan (\$72) and a side dish (\$14 to \$18).

Some people can feel shy to ask for modifications to dishes at a high-class restaurant like The Ra Ra Room, but LoPriore said he and the other captains want to make sure everyone has a memorable dining experience, so one of the first questions they ask each table is whether anyone has any dietary restrictions. Gluten-free and vegan options are available, including pastas and mains.

Guests with a sweet tooth can indulge with as much complimentary candy and popcorn as their hearts desire from the gourmet snack bar in the entryway of the restaurant. There is also tableside ice cream sundae service (\$25).

How to visit The Ra Ra Room

"The Ra Ra Room is another example of our commitment to continue to elevate Phoenix as the premier destination for sports, entertainment and now high-end hospitality," said Suns and Mercury owner Mat Ishbia in a news release. "The Ra Ra Room is designed to be a destination in and of itself with the added convenience of Phoenix's best sports and entertainment offerings in the very same building."

To dine at The Ra Ra Room, you must either pay the yearly membership fee of \$15,000 or be invited as a guest of a member. You can fill out an application for a membership on The Ra Ra Room's [website](#).

The membership grants two individuals exclusive access to The Ra Ra Room. Other membership benefits include:

- Admission of additional guests.

Personal concierge for reservations and other event needs.

Valet parking.

Access to two private dining rooms.

Presale access to NBA, WNBA, concert and other events.

A la Carte dining at The Ra Ra Room (\$28 to \$48 appetizers, \$25 to \$52 raw bar, \$79 to \$245 prime steaks, \$33 to \$76 mains)

The Ra Ra Room is open from 5 p.m. until about an hour after the last seating at 11:30 p.m., Thursday through Saturday, plus during every Suns home game and select Mercury games and concerts. Reservations are suggested. There is also open seating at the bar.

Members may enter on Jackson Street after dropping off their vehicles with the valet.

Details: Inside PHX Arena, 201 E. Jefferson St., Phoenix. therararoom.com.

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Reach the reporter at endia.fontanez@gannett.com. Follow [@EndiaFontanez](#) on Instagram.

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