



A La "Cart" is a publication of Lawry's Restaurants, Inc.

## FrankTalk



In my last column, I shared with you part of the behind-the-scenes story of our restaurants in Asia. We're fortunate to have terrific licensees who understand our ethics and high standards and who do a great job of translating them to the day-to-day operation of Lawry's The Prime Rib locations that are "a world away." Our outstanding Asian partners, along with Asians' love of, and demand for, great American food—especially fine beef—have spelled success for our restaurants in Hong Kong, Taipei, Tokyo and Singapore.

Last month, the newest member of our Lawry's The Prime Rib family opened in Shanghai. We had a wonderful grand opening (we'll show you pictures in our next issue) and expect the restaurant to be every bit as successful as its counterparts in both Asia and the United States.

I hope you'll have a chance to visit Lawry's in Asia. You'll be pleasantly surprised to find how closely the experience offered by our American restaurants is duplicated. From the showmanship of our carvers and trademark "silver" carts, to the warmth and hospitality offered by our dedicated staff, to the delicious food you expect from Lawry's—it's really a taste of home.

People often ask me about the menu served at Lawry's overseas, and where the beef comes from. The menus in our Asian restaurants are virtually identical to those in our American restaurants. The menus are in English, and the managers and servers are fluent in English.

Until the mad cow scare several years ago, all of the beef was imported from America. When the scare hit, many Asian countries banned American beef. That presented quite a challenge, because we insist that everything served at Lawry's in Asia be the same fine quality as here in America. Jim Collins, a friend of mine who is chairman emeritus of Sizzler International and a member of Lawry's board of directors, saved the day by leading us to a supplier in Australia who provides exceptionally high-quality, bone-in, Black Angus, grain-fed, aged beef. Soon after the mad cow scare abated, all of our Asian restaurants (except for the Shanghai and Tokyo locations, which use our approved Australian supplier) returned to using beef from the U.S.A.

Just as in our stateside restaurants, the baked potatoes served at Lawry's in Asia are of the finest quality and are given the finishing touches by our servers at tablesides. Echoing our standards in the U.S., much of the other produce is locally grown and carefully selected to bring patrons what's best and freshest each season.

We put a tremendous amount of care into training our Asian co-workers. Prior to opening, we fly each new restaurant's general manager and executive chef to Lawry's in Beverly Hills, where they are able to observe at close hand the ins and outs of how our flagship restaurant is run. We also send a team of some of the best and most experienced co-workers from our American restaurants to the new location and spend weeks working one-on-one with the new staff. We want them to learn not just the fine points of how to prepare and serve food the Lawry's way; we want to imbue them with that sense of enthusiasm and personal pride that makes our service so exceptional, both here at home and halfway around the world.

—Richard N. Frank



## Celebrating 70 Years of Lawry's The Prime Rib

When Lawrence L. Frank started talking about opening the first Lawry's The Prime Rib, other restaurateurs told him he was crazy. Lawrence was planning to break a lot of the "rules" that characterized fine-dining establishments of the time: No voluminous menus filled with fancy dishes and foreign phrases, no haughty head waiters, and—most recklessly, said the restaurant community—the entire endeavor hinged on the success of a specialty few Americans knew or understood. Until then, prime rib had only rarely been served in homes or restaurants.

Lawrence was not only taking a gamble, but doing so at a most inauspicious time—

The original Lawry's The Prime Rib, Beverly Hills, on opening day in 1938.

# Spring in to Summer at Lawry's

**LIVE ENTERTAINMENT THURSDAYS AND FRIDAYS AT THE TAM O'SHANTER:** Wind down the work week and get your weekend off to a rollicking start with live music at the Tam. Our house

pub band, The Ploughboys, entertains in the Ale & Sandwich Bar Lounge starting at 8 p.m. Their Irish ballads will bring a tear to your eye, and their audience-participation numbers will leave you laughing. Treat yourself to hand-carved sandwiches, hearty appetizers, and great libations (we have the best selection of Scotch whiskies in L.A.). There's no cover, and no reservations are required.

**WINE CELLAR SPECIALS EVERY MONDAY AT FIVE CROWNS:** Each Monday, we assemble a different menu of rare, premium wines and offer them at 20-25 percent off their regular prices. Join us for dinner and discover sensational vintages at a great value!

**SPIRITS & LIQUORS TASTING AT LAWRY'S THE PRIME RIB, BEVERLY HILLS, APRIL 16:** Sample the "Hot Brands of 2008"—the best and newest releases of distilled spirits and liquors—and feast on our amazing hors d'oeuvres, created by executive chef Walter Eckstein to complement the potables we'll be pouring. 6-8 p.m.; \$36 per person, including tax and gratuity. Reservations are required and available now by telephoning Ellen Frémaux at (310) 360-6281, Ext. 4.

**SHAKESPEARE MURDER MYSTERY DINNER AT THE TAM O'SHANTER, APRIL 22 & 23:** In honor of Shakespeare's birthday (April 23, 1564), we're staging a mystery set in the bard's era. Help our troupe of actors solve the crime and enjoy hors d'oeuvres and a fabulous three-course dinner along the way! 6:30 p.m.; \$79 per person, plus tax and gratuity. Reservations are available now.

**BROADWAY COMES TO CHICAGO...AGAIN!:** Lawry's The Prime Rib, Chicago, offers the newest of its extremely popular dinner-theatre packages with the award-winning Stephen Sondheim musical, "Sweeney Todd," at the Cadillac Palace Theatre. The matinee begins at 2 p.m., Sunday, May 4, followed by a dazzling dinner in our restaurant. \$135 per person includes one orchestra seat, a sumptuous, four-course, Sweeney Todd-themed dinner, tax and

gratuity. For further information and to order your package, please telephone Sharon Fine at (312) 787-5000, Ext. 25.

## Wine Dinners

### LAWRY'S THE PRIME RIB, DALLAS

(972) 503-6688

April 25

California Cabernet

\$99 plus tax and gratuity

June 27

Chilean Wines

\$79 plus tax and gratuity

### FIVE CROWNS

(949) 760-0331

April 29

Merryvale Vineyards

With president-CEO Rene Schlatter

\$110 including tax and gratuity

### LAWRY'S THE PRIME RIB,

BEVERLY HILLS

(310) 652-2827

June 4

Flora Springs Winery & Vineyards

With proprietor John Komes

\$110 including tax and gratuity

**MOTHER'S DAY, MAY 11:** Show mom how much you care with the world-class pampering our restaurants provide. At **Lawry's The Prime Rib in Chicago, Dallas and Las Vegas, and at the Five Crowns**, we'll greet each mom in your party with a special gift. At the **Tam O'Shanter**, moms can enter a drawing to win a luxurious Swedish massage at dtox Day Spa. Drawings at **Lawry's The Prime Rib, Beverly Hills**, will give five lucky moms facials at Burke Williams Spa. Lawry's in Dallas and Las Vegas, the Five Crowns, and the Tam O'Shanter will serve brunch, and all of our restaurants will open early for dinner. Reservations are available now at Lawry's in Beverly Hills and Las Vegas, and begin at Lawry's in Chicago, Dallas, the Five Crowns and the Tam O'Shanter April 11.

**TEQUILA DINNER AT LAWRY'S THE PRIME RIB, DALLAS, MAY 15:** Indulge yourself with this multi-course feast paired with the world's finest Tequilas. 7 p.m.; \$79 per person, plus tax and gratuity. Reservations begin April 16.

**FATHER'S DAY, JUNE 15:** Put a smile on dad's face with a hearty meal in one of our restaurants. At the **Tam O'Shanter**, dad can enter a drawing for a chance to win four Dodgers tickets and lunches in the Ale & Sandwich Bar, and the **Five Crowns** will present each dad with a chocolate cigar. Lawry's in Dallas, the Five Crowns, and the Tam O'Shanter will serve brunch, and all of our restaurants will be open for dinner. Reservations for Lawry's in Beverly Hills and Las Vegas are available now and begin at Lawry's in Chicago and Dallas, the Five Crowns and the Tam O'Shanter May 15.

**DALLAS KABOOM TOWN, JULY 3:** Get an early start on your Independence Day celebration at Lawry's The Prime Rib, Dallas. Bring a lawn chair and before or after dinner, view the Kaboom Town fireworks from our parking lot. You'll have a great view and skip the traffic.

## Reservations

Please telephone to make reservations for the special events on this page.

### Lawry's The Prime Rib

- Beverly Hills (310) 652-2827
- Chicago (312) 787-5000
- Dallas (972) 503-6688
- Las Vegas (702) 893-2223

**Five Crowns (949) 760-0331**

**Tam O'Shanter (323) 664-0228**

For fast and easy lunch, dinner and brunch reservations, please visit our web site, [www.LawrysOnline.com](http://www.LawrysOnline.com).

# April Dinner for Two Specials Featuring Prime Rib and Lobster

**These not-to-be missed meals at exceptional values are available April 1-30. When you arrive at our restaurant of your choice, please inform the front desk host that you'd like the Dinner for Two Special.**

*The Specials at Lawry's The Prime Rib, the Five Crowns and the Tam O'Shanter are \$99 for each twosome in your party.*

*You may add two 4-ounce Lobster Tails (one per person) for an additional \$15.*

## **Served at Lawry's The Prime Rib**

Lawry's Original Spinning Bowl Salad  
Special 8-ounce cut of Prime Rib, served with mashed potatoes,  
Yorkshire pudding and whipped cream horseradish  
or Fresh Atlantic Salmon  
Chef's special dessert  
Coffee or tea  
A bottle of Lawry's Private Label wine

## **Served at the Five Crowns**

Choice of Lobster Bisque, Hearts of Romaine Salad  
or Pride of the Crowns Salad  
Choice of Special 8-ounce cut of Prime Rib,  
Rotisserie Chicken, Potato-Crusted Salmon  
or Maple Leaf Roast Duckling  
Choice of English Trifle, Lemon Tart, Chocolate Truffle Tart  
or Crème Brûlée  
Coffee or tea  
A bottle of wine from the Salmon Creek Winery collection

## **Served at the Tam O'Shanter**

Tam O'Shanter Salad  
Special 8-ounce cut of Prime Rib, served with mashed potatoes,  
Yorkshire pudding and whipped cream horseradish  
or Fresh Atlantic Salmon  
Famous Tam Chocolate Soufflé  
Coffee or tea  
A bottle of Tam O'Shanter Private Label wine

*This Special is available exclusively at Lawry's Carvery, our quick-casual restaurant in Costa Mesa, CA's, South Coast Plaza.*

*Cost: \$29.95 for each twosome in your party.*

## **Served at Lawry's Carvery**

Choice of Lawry's 6-ounce Platter Meals:  
Roasted Prime Rib, Roast Beef, Rotisserie Turkey  
or Barbecue Beef Brisket  
Served with your choice of a signature side dish  
and Carvery coleslaw  
Your choice of wine or other premium beverage by the glass

Prices do not include tax and gratuity. This offer is available April 1-30, 2008, and cannot be combined with any other discount or offer. Lawry's VIPs earn points on net food and beverage.

## **Here's Tommy!**

**T**ommy Martin is one of our treasures. Now in his 40th year as a wine captain at the Five Crowns, Tommy has become something of an institution at the restaurant, amassing an army of fans among our guests who seem to crave a shot of his warmth and enthusiasm as often and as much as they do our great food.

Writing about Tommy in his column in the *Daily Pilot*, former Costa Mesa, CA, mayor Peter Buffa said, "It's Tommy's perennially positive personality that will make you feel good, no matter how bad a day it's been. If you ever get laid off, get a ticket on the way home and then get rear-ended just before you get to your house, which is on fire, and they tell you that your wife left you but she torched the place on the way out—head down to the Five Crowns and spend a few minutes with Tommy Martin. You'll be totally over it by the time the entrée arrives."

Tommy himself modestly maintains he's just serving guests as best he can and having fun doing it. "All a guest wants is for you to be nice and care about them," he said. "Once you do that, everything works."

We're so proud of his winning ways with guests and his expertise with wine that we've devoted a section of the Five Crowns' wine list to "Tommy's Top Ten Treasures." Thanks, Tommy, for being such an inspiration to your co-workers!



## **Just for Mom and Dad**

Lawry's Gift Cards are thoughtful and unique presents to give for Mother's and Father's Days. They're available in any amount over \$25, accepted by all of our restaurants, never expire, and standard shipping is free! If you are a Lawry's VIP Rewards member, you'll earn one point for every dollar you spend on gift cards. You can purchase them on our web site, [www.LawrysOnline.com](http://www.LawrysOnline.com), by telephoning, toll-free, (866) LAWRY51 ( (866) 529-7971), and in our restaurants.

# Kitchen Wisdom

Five Crowns executive chef Dennis Brask shares the secrets to one of his restaurants' most popular dishes, listed on the menu during the holidays but available year around just for the asking:

## ENGLISH RIB CHOP

Makes 2 generous servings

### At the butcher shop:

Ask your butcher to start with a small, 2-bone roast from the loin end of the beef rib (ribs #11 & 12). The roast should be trimmed down to a chop by removing one of the bones and all of the fat, leaving only the lean eye of the rib attached to the remaining bone. The butcher should place the chop on a block with the grain running vertically, and flatten it with the side of his cleaver to a thickness of 2 ½ inches.

### Cooking technique:

The chop can be oven-broiled or grilled outdoors. To start, season as desired (coarse salt and cracked pepper are good choices).

### To oven-broil:

Brown both sides of the chop in a large non-stick skillet. Transfer to a preheated oven broiler 4-5 inches from the heat source and cook, turning occasionally, for approximately 8-12 minutes per side, until your meat thermometer, inserted into the center of the chop, registers 125 degrees (for medium rare).

### To grill:

Sear the chop on both sides on high heat or close to the coals. Reduce the heat to medium or raise the grate and continue cooking, turning occasionally, for approximately 8-12 minutes per side, until your meat thermometer registers 125 degrees in the center of the chop.

### Carving and serving:

Allow the chop to rest for 15 minutes before carving. Slice, cutting down and away from the bone at a 45-degree angle. Make sure you are cutting against the grain of the meat (perpendicular) and not with the grain, as this will radically change the texture of the meat. Carve the chop into 6 slices, leaving the final slice attached to the bone.

Top the chop with a béarnaise or choron sauce and serve with seasonal vegetables.



### Chef Dennis Says...

Most of us know that meat should rest after cooking so the juices can redistribute for added tenderness. But letting meat come to room temperature and patting it dry just before cooking is equally vital. Doing so ensures that the meat sears evenly and then continues to cook evenly.

**Chef Dennis has created fabulous dishes for the Five Crowns' new menu. Come visit us, taste, and enjoy!**

## Celebrating 70 Years of Lawry's The Prime Rib

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1938, the height of the Great Depression. Even the location Lawrence chose for the new restaurant drew criticism. Back then, Beverly Hills' La Cienega Boulevard was occupied mostly by vacant lots overgrown with wild mustard plants.

But Lawrence was convinced his ideas would fly. The prime rib meal he wanted to serve was based on the Sunday dinners he and his family had enjoyed in his boyhood home in Wisconsin. Lawrence thought that meal was the greatest in America, and he wanted to bring it to his guests. His brother-in-law, Walter Van de Kamp, agreed, and joined Lawrence as a partner in the venture.

Together, they and other members of the Frank and Van de Kamp families raised the money needed to open the new restaurant's doors.

As it turned out, Americans recognized a great meal when they tasted it, and made Lawry's a legend. The success of the original led to a family of Lawry's The Prime Rib restaurants across the country and overseas.

This year, we're celebrating our 70th anniversary. We're planning fun events at Lawry's in Beverly Hills, Chicago, Dallas and Las Vegas to thank you for your patronage. Please stay tuned to *A La Cart* for announcements and come join us!

### Party Like It's 1938!

**We've kicked off our 70th anniversary celebration with a terrific new menu of classic cocktails from the 1930s, now being served at all Lawry's The Prime Rib restaurants. Come raise a glass with us!**

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## Dallas: Thanks to Our Guests for 25 Great Years

**H**ere at Lawry's, we consider ourselves twice-blessed this year: Not only are we celebrating the 70th anniversary of the founding of Lawry's The Prime Rib (please see page 1), it's also the 25th birthday of our Dallas restaurant.

To thank our wonderful guests for a quarter century of their patronage, when you join us for dinner at Lawry's The Prime Rib, Dallas, throughout 2008, we'll start your meal with a complimentary *amuse-bouche* ("mouth-amuser"), an intensely flavored one or two-bite morsel designed to excite your taste buds for what's to follow. Executive chef Matt Melton is creating a new *amuse-bouche* each month to surprise and delight you.



The management team at Lawry's The Prime Rib, Dallas, headed by general manager Lars Staberg (far right), invites you to visit us often during our 25th anniversary year.

### 'Culinary Master Series' Highlights Dallas' Anniversary

**A**t Lawry's The Prime Rib, Dallas, as in all of our restaurants, our single greatest goal is to bring you exceptional food. To underscore that mission, throughout our 25th anniversary year we're offering a "Culinary Master Series," very special dinners that pay homage to the creations of America's most important master chefs. Executive chef Matt Melton has chosen the super heroes of cuisine we'll be honoring, and has used their recipes to fashion these amazing five-course feasts. Each

dinner begins at 7 p.m. Cost is \$59 per person, plus tax and gratuity. For an additional, optional \$35 per guest, we'll pair an award-winning, specially selected wine with each course. Reservations can be made 30 days in advance by telephoning Lawry's in Dallas at (972) 503-6688.

- April 10: Honoring culinary master Thomas Keller
- July 10: Honoring culinary master Paul Prudhomme
- October 10: Honoring culinary master Anthony Bourdain

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## Sangilulchíukhahamnida! (Happy Birthday!)

**O**ur co-workers will tell you that one of the best parts of working in our restaurants is the opportunity we get to learn about, and share in, the lives of guests from many different cultures and backgrounds. That's certainly the case at Lawry's in Beverly Hills, where we often help members of Southern California's large Korean-American community plan and host first birthday parties in our restaurant.

First birthdays are of particular importance in the Korean culture. In past centuries in Korea, the death rate for infants was extremely high, but if a baby could reach the first birthday, he or she usually thrived into adulthood, making the milestone a momentous and very happy occasion celebrated with special customs and traditions.

Today's Korean-American parents continue to honor the culture of the *dol* (first birthday), gathering family and friends for celebrations that combine a mix of ethnic and Western traditions. Because most of these wonderful parties take place during the day, we can usually devote our entire restaurant to them, often welcoming almost 200 guests.

The menu usually includes prime rib (the number-one requested dish) and other American fare, served alongside a special "*dol* table" filled with rice cakes, fruits and other traditional foods. After a special blessing by a minister, the birthday boy or girl, dressed in colorful traditional garb, takes part in the highlight of the party—a ceremony that predicts the baby's future.

Items such as a bundle of thread, money, a pencil and a bow and arrow are placed on a table, and whichever the child picks up has special meaning. If the child grabs a book or pencil, he will become a successful scholar; if she chooses money, her prosperity is assured, etc. After the ceremony, family and friends shower the baby with praise and wishes for longevity.



Julie Kim and her one-year-old son, Sydney, at their *dol* table set with rice cakes and other traditional Korean birthday foods.



Swan and Charles Kim have hosted three first birthday parties for their daughters, (from left) Kristen, Zoe and Shelby, at Lawry's The Prime Rib, Beverly Hills.

# Looking at Lawry's



Kids love Lawry's, and the feeling is mutual! At far left, Lawry's The Prime Rib, Beverly Hills, general manager Todd Johnson took the restaurant's young guests on a tour of the kitchen and presented them with chef's toques. Lauren Willoughby, left, had

so much fun in our Chicago restaurant, she had to curl up in one of its big chairs for an after-dinner snooze.



Marsha and Mark Edenburn of Northridge, CA, had a great time celebrating their 30th wedding anniversary at the Tam O'Shanter.




Dolores Zawol charmed Scrooge at the Christmas Carol Dinner at the Tam O'Shanter.



Relatives and friends of Ron and Carol Restelli gathered from Connecticut, Michigan, Texas and California to join the couple in celebrating their Golden Wedding Anniversary at Lawry's The Prime Rib, Las Vegas. Ron and Carol (pictured with their granddaughter, Jessycar) tell us that when they're at home in Mission Viejo, CA, their favorite restaurant is the Five Crowns.

Writing and Design: Cirigliano & Wood

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