

## FrankTalk



Our guests love our food, but don't always have the time or inclination to have a full-service meal in our dining rooms. That's why a number of our restaurants contain Ale & Sandwich Bars, and why we've created a quick-casual restaurant, Lawry's Carvery, that you may have noticed at two locations in Southern California.

Our first Ale & Sandwich Bar opened in the Tam O'Shanter 40 years ago. It was such a hit, we later installed similar ones in Lawry's The Prime Rib in Chicago and Dallas. The newest one will open in Lawry's in Las Vegas next month (you can read more about it on page 4).

The Ale & Sandwich Bar is a special counter within the restaurant manned by our carvers. Guests step up, order the sandwich of their choice and then watch as prime rib (the very same, top quality beef served in our dining rooms) or other fine roasted meat is hand-carved and built into a hearty sandwich on artisan bread. When the sandwich is ready, the guest picks it up, adds the condiments and side(s) of their choice and takes it to their table. That's all there is to it. It's quick, simple, delicious and a great value. Our Ale & Sandwich Bars also offer platter meals and other entrées. They're open for lunch and, in some locations, dinner (hours and days vary by location). Reservations aren't required, you can "come as you are," and dine in or take out.

The success of the Ale & Sandwich Bars led us to think that perhaps the concept could be successfully translated into an operation of its own. We felt there was a void in the marketplace we could fill—that the public would embrace a high-quality alternative to typical fast food. We were excited to realize we could take the idea to cities and towns that aren't accessible to a full-fledged Lawry's The Prime Rib restaurant, but where hungry people would relish our delicious food. Because of its relative simplicity (as opposed to a full-service, fine-dining restaurant), the concept could have many applications and take different forms (from a counter in a food court to a free-standing restaurant) to serve people in shopping malls, airports, on urban streets and in neighborhoods.

We did a great deal of experimenting and planning, and in 2002, the first Lawry's Carvery (the name seems appropriate for our brand and the services offered) opened in Costa Mesa, CA's, South Coast Plaza, one of the country's leading shopping centers. It was so successful that, last year, we opened a second Lawry's Carvery at Westfield Century City. We're currently in the planning stages for a third Lawry's Carvery in downtown Los Angeles' new L.A. Live sports and entertainment district.

At Lawry's Carvery, you'll find an expanded, more inventive version of our Ale & Sandwich Bar menu. At lunch, dinner and in between, hand-carved roasted meats of exceptional quality (especially the number-one seller, our signature prime rib) take center stage in hearty sandwiches and savory dinner platters. We also offer entree salads, soups and desserts. You'll find the prices to be a great value, and our quick and easy style a great convenience. If you're in Southern California, we hope you'll visit Lawry's Carvery...and enjoy!

—Richard N. Frank

## Join Us for Lawry's 70th Anniversary Dinners

We're marking an exciting milestone this year—the 70th anniversary of the founding of Lawry's The Prime Rib. As you can imagine, with so many years under our belt, we've got some great stories to tell—how we got our start, tales about the early days at each of our locations, adventures with famous (and infamous!) guests, and more! **Chairman Richard N. Frank and president and CEO Richard R. Frank are sharing our behind-the-scenes stories and photos at special 70th Anniversary Dinners in each Lawry's The Prime Rib restaurant this month and next.** Dinners took place in Chicago and Dallas earlier this month; please join us in **Las Vegas** on July 24 or in **Beverly Hills** on August 11 and 12. The evening begins at 7 p.m. with a reception and hors d'oeuvres, followed by our signature prime rib dinner, a glass of wine, dessert and coffee. Each guest will receive a take-away gift of Lawry's Seasoned Salt and Pepper in a fanciful "L" caddy (holder). The cost is \$70 per person, plus tax and gratuity. Reservations are required (seating is limited) and available now by telephoning your favorite Lawry's The Prime restaurant. On line reservations are not available for this event.

# Summertime is Funtime at Lawry's

**MURDER MYSTERY DINNERS AT LAWRY'S THE PRIME RIB, BEVERLY HILLS, JULY 23 & 24:** Whodunit? Help our troupe of actors solve the crime and enjoy a fabulous multi-course meal along the way. 7 p.m.; \$96 per person includes entertainment, dinner, tax and gratuity. Reservations are available now by telephoning Ellen or Melissa at (310) 360-6281, Ext. 4.

**CARIBBEAN RUM DINNER AT LAWRY'S THE PRIME RIB, DALLAS, JULY 25:** Think of it as a mini-vacation: award-winning rums paired with a multi-course, island-themed dinner. Let us take you away! 7 p.m.; \$79 per person, plus tax and gratuity. Reservations are available now.

**"LETHAL LIBATIONS" AT LAWRY'S THE PRIME RIB, LAS VEGAS, AUGUST 15:** If you're a fan of great wine, great food—and a great mystery—this is the dinner for you. Help our troupe of actors discover "whodunit," while also discovering Beaulieu Vineyards' award-winning BV Wines. 6:30 p.m.; \$115 per person includes entertainment, wines, hors d'oeuvres, a magnificent three-course dinner, tax and gratuity. Reservations are available now at [www.ATouchOfMystery.com](http://www.ATouchOfMystery.com) or by telephoning (702) 497-7936.

**OKTOBERFEST:** Join us for the great beers, food and fun of Germany's legendary fest.  
**September 19 at Lawry's in Dallas:** 7 p.m.; \$69 per person, plus tax and gratuity. Reservations begin August 19.  
**October 15 at Lawry's in Beverly Hills:** 7 p.m.; \$80 per person, including tax and gratuity. Reservations begin September 15.  
**October 21 at the Five Crowns:** 6:30 p.m.; \$69 per person, including tax and gratuity. Reservations begin September 11.

**ROSH HASHANAH DINNERS AT LAWRY'S IN CHICAGO & DALLAS:** Celebrate the Jewish new year with a traditional, four-course Rosh Hashanah dinner featuring treasured recipes from our co-workers' families. This special meal will be offered in addition to our regular dinner menu; please request it when making your reservations. **Offered September 29 in our Chicago restaurant and September 29 & 30 at Lawry's in Dallas.** Reservations begin August 29.

**AUTUMN MURDER MYSTERY DINNERS AT LAWRY'S THE PRIME RIB, BEVERLY HILLS, OCTOBER 21 & 22:** Play detective with our troupe of actors. We'll reward your sleuthing skills with an awesome multi-course meal! Please telephone Ellen or Melissa at

(310) 360-6281, Ext. 4, for reservations starting September 22.

**MAMA MIA! WE'VE GOT BROADWAY IN CHICAGO:** Lawry's The Prime Rib, Chicago, offers the newest of its popular dinner-theatre packages with the award-winning musical, "Mama Mia," at the Auditorium Theatre. The matinee begins at 2 p.m., Sunday, September 28, followed by dinner in our restaurant. \$160 per person includes one orchestra seat, a sumptuous four-course meal, tax and gratuity. Dinner-theatre packages for "Dirty Dancing," coming to the Cadillac Palace Theatre in November, are also available. 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  
August 22  
Wines of Australia  
\$69 plus tax and gratuity

October 24  
Big, Bold Reds  
\$79 plus tax and gratuity

**FIVE CROWNS**  
(949) 760-0331  
July 22  
Ferrari-Carano Vineyards  
With winemaker Aaron Piotter  
\$110 including tax and gratuity

## 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).

**CULINARY MASTERS DINNER AT LAWRY'S THE PRIME RIB, DALLAS, OCTOBER 9:** To celebrate its 25th anniversary, Lawry's in Dallas is presenting a very special five-course dinner featuring the recipes of master chef Anthony Bourdain. 7 p.m.; \$59 per person, plus tax and gratuity. For an additional optional \$35 per person, we'll pair an award-winning wine with each course. Reservations start September 9.

**HALLOWEEN MURDER MYSTERY DINNERS:** An intriguing mystery...fabulous food...and our famed Lawry's-style pampering. These dinners are good enough to send shivers up your spine! Costumes are encouraged but not required.

**At the Tam O'Shanter:** 6:30 p.m., October 30; \$79 per person, plus tax and gratuity. Reservations begin September 30.

**At Lawry's The Prime Rib, Las Vegas:** 6:30 p.m., October 30 & 31; \$99 per person, including tax and gratuity. Reservations are available now at [www.ATouchOfMystery.com](http://www.ATouchOfMystery.com) or by telephoning (702) 497-7936.

**At the Five Crowns:** 7 p.m., October 30; \$96 per person, including tax and gratuity. Reservations begin September 30.

### MORE TO ENJOY:

• **Live music every Thursday and Friday night at the Tam O'Shanter.** The Ploughboys entertain in the Ale & Sandwich Bar Lounge starting at 8 p.m. No cover; reservations are not required.

• **Wine Cellar Specials Every Monday at the Five Crowns:** Join us for dinner and enjoy rare, premium wines at 20-25 percent off their regular prices.

# August Dinner for Two Specials Featuring Prime Rib and Lobster

Guests love our version of Surf n' Turf—signature Roasted Prime Ribs of Beef teamed with East Coast Cold Water Lobster Tail. We're featuring it again at these special dinners at exceptional values, available August 1-31 only.

## Served at Lawry's The Prime Rib Cost: \$99 for each twosome in your party

Lawry's Original Spinning Bowl Salad  
Special 8-ounce cut of Roasted Prime Ribs of Beef and 4-ounce Lobster Tail, served with mashed potatoes, vegetable, Yorkshire pudding and whipped cream horseradish or Fresh Salmon and 4-ounce Lobster Tail  
C.C. Brown's Hot Fudge Sundae Sampler  
Freshly brewed coffee or tea

## Served at the Five Crowns

Cost: \$99 for each twosome in your party

*When arriving at the Five Crowns, please inform our front desk host that you'd like the Dinner for Two Special.*

Choice of Lobster Bisque, Hearts of Romaine Salad or Pride of the Crowns Salad  
Choice of Special 8-ounce cut of Roasted Prime Ribs of Beef and 4-ounce Lobster Tail, Rotisserie Chicken, Potato-Crusted Salmon or Maple Leaf Roast Duckling  
C.C. Brown's Hot Fudge Sundae Sampler  
Freshly brewed coffee or tea

## Served at the Tam O'Shanter

Cost: \$89 for each twosome in your party

Tam O'Shanter Salad or Soup of the Day  
Special 8-ounce cut of Roasted Prime Ribs of Beef and 4-ounce Lobster Tail, served with mashed potatoes, vegetable, Yorkshire pudding and whipped cream horseradish or Fresh Salmon and 4-ounce Lobster Tail  
C.C. Brown's Hot Fudge Sundae Sampler  
Freshly brewed coffee or tea

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

## Served at Lawry's Carvery

Cost: \$34.99 for each twosome in your party

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



Jesse Rice and his family in our Chicago restaurant, surrounded by some of the Lawry's coworkers who helped create a memorable evening for a brave young man.

## A Special Night for a Brave Soldier

Jesse Rice was a 22-year-old soldier serving in Iraq last year when close-range enemy fire almost took his life. Miraculously, he survived, but lost an eye and was sent back to the U.S. to recover.

While in the hospital, Jesse told the *Chicago Tribune* (he and his family live in a suburb of the city), that he was looking forward to "recovering and getting to go out and have dinner at Lawry's The Prime Rib in Chicago."

When we got wind of the story, we instantly invited Jesse and his family to join us as our guests.

This spring, with his recuperation and rehabilitation just about completed, Jesse and his family took us up on our offer and enjoyed a Sunday dinner in our restaurant. When we were satisfied he couldn't eat another bite, we sent him home with our heartfelt thanks and a gift box of Lawry's mementos.

## July VIP Double Points: A Special Thank-You

In this difficult time in our nation's economy, we know our guests must be selective about where they spend their dining dollars. Thank you for choosing our restaurants. In good times and bad, we never take your loyalty for granted. We are committed to being places of restoration for our guests, where you can come together with friends and family to enjoy exceptional food and warm hospitality. With that in mind, please accept our gift of double points for Lawry's VIP Rewards members throughout this month, when you join us Mondays-Fridays for lunch and/or dinner.

Prices do not include tax and gratuity. This offer is available August 1-31, 2008, and cannot be combined with any other discount, including Lawry's VIP Rewards Certificates (\$25). Lawry's VIPs earn points on net food and beverage.

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## Behind the Scenes: Lawry's Carvers



Lawry's The Prime Rib, Beverly Hills, carver Daniel Rodriguez.

**T**hey are the most distinctive of Lawry's The Prime Rib co-workers, those smiling men in chefs' hats, whites and red-rib-boned medallions, who appear at your table at the helms of our "silver" carts to carve the *pièce de résistance* of your meal—our delicious prime rib.

Your carver puts on quite a show, sliding open the cover of his cart and switching on a light to reveal an array of standing rib roasts. He turns, smiles and greets you and then sets to work fulfilling your order as conveyed by your server: carving perfect slabs of glistening roasted beef as rare or well done as you've requested, anointing the meat with a rich *au jus*, and producing, from various mysterious compartments in his cart, mashed potatoes, gravy, and your choice of creamed spinach, creamed corn and/or buttered peas. When he has served the final person in your party and is sure all is to your liking, he wishes you an enjoyable meal and departs to work his magic at the next table.

On a busy Saturday night in one of our popular restaurants, a carver will work for eight hours and assemble plates of our classic prime rib entrée for almost 200 guests.

It's a job with exacting requirements. A carver must have an outgoing personality and enjoy talking with guests, answering their

questions and doing all he can to make their experiences in our restaurants memorable. He must be detail-oriented, consistent (so our guests receive what they expect, each and every time they visit) and accurate. Each cut of beef served and each portion of side dishes must conform to rigid weight standards, to avoid under- or over-feeding guests. A carver has to learn to meet those standards by eye, and to do it perfectly again and again. Most of all, he must have a talent for carving, beautifully and precisely (saw marks are a no-no), the very tender, delicate prime rib we serve. And, as you may have noticed, roasts are held vertically in the cart, so the carver must ply his skill at an angle.

Our executive chefs keep a watchful eye out for members of their kitchen crews who seem to have what it takes, and invite likely candidates to undergo training. Because our tableside service is unique, it is rare to find a candidate from outside our company who already has the requisite skills.

It can take up to six months to become an accomplished carver. We supply carvers-to-be with training videos and a manual that teaches many of the details, but carving itself can only be learned through a painstaking process of practicing, practicing and practicing. A trainee "shadows" an experienced carver, accompanying him on his nightly rounds, observing at first and then, when deemed ready (and with much scrutiny and coaching from his mentor), making his first cuts for guests.

While the main part of a carver's job takes place at tableside, he also has important tasks behind the scenes, including maintaining his cart (every cart is custom-made, and costs as much as a new Cadillac), polishing it, sanitizing it and making sure it is in perfect working order and at the perfect temperature (190 degrees); stocking and restocking its supply of food (three-four standing rib roasts are kept on each cart at all times, and the carver must carefully watch his guests to be sure he has enough rare, medium and well-done beef to meet their demand—an experienced carver can tell, by just a few touches with a serving fork, how done a roast is); and more, all the while observing Lawry's high standards of sanitation, proper food handling and safety.

Not all candidates make the grade and graduate from carver training. The outstanding co-worker who does is welcomed into the ranks of full-fledged carvers when the restaurant's general manager and executive chef present him with a Lawry's Royal Order of Carvers medallion. If you've ever noticed how much personal pride our carvers seem to take in wearing their medallions, now you know why.

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## What's for Lunch in Las Vegas? The new Ale & Sandwich Bar!

**T**he new Ale & Sandwich Bar at Lawry's The Prime Rib, Las Vegas, opening August 1, is the ideal choice for a quick, casual and utterly delicious lunch. Serving hearty, hand-carved sandwiches of our signature prime rib and other fine roasted meats, generous platter meals, entrée salads, seasonal soups and more, you'll find it to be a high-quality alternative to typical fast food when you're on the go. Just step up the Ale & Sandwich Bar counter in our Great Room (reservations are suggested but not required, and you can "come as you are"), give the carver your order, and watch as your lunch is prepared. Add your choice of condiments and sides (potato salad, pasta salad and/or cole slaw), and enjoy! Dine in the comfort of our Great Room, or take your lunch to go. The Ale & Sandwich Bar is open Monday-Friday, 11:30 a.m.-2 p.m. Prices start at \$11. You can arrange for party platters and other group meals to go by telephoning Michelle Rizzo at (702) 893-4968.

### More Ale & Sandwich Bar News...

In response to guests' requests, the popular Ale & Sandwich Bar at the **Tam O'Shanter** is now open on Saturday evenings. Join us for a quick, casual lunch and/or dinner starting at 11 a.m. and continuing into the dinner hours every day of the week!

## Kitchen Wisdom

It's always party time at Lawry's The Prime Rib, especially this year, as we celebrate the 70th anniversary of our Beverly Hills restaurant's founding. Executive chef Walter Eckstein shares one of his fabulous hors d'oeuvres recipes, perfect for your own summer parties at home.

### CHICKEN, WATER CHESTNUT AND SCALLION YAKITORI

Yields 12 hors d'oeuvres

#### For marinade:

½ cup soy sauce  
½ cup dry sherry  
2 tablespoons sugar  
1 tablespoon fresh ginger, minced  
1 clove garlic, minced  
Salt and fresh ground black pepper

Combine all of ingredients above. Bring to boil and simmer 5 minutes. Set aside to cool.

12 wooden skewers cut to 4" lengths (soak in water to avoid burning)  
8 boneless, skinless chicken thighs cut into thirty-six 1½-inch pieces  
2 bunches scallions, white and green parts, cut to 1½-inch lengths  
24 canned whole water chestnuts

On each skewer, alternate 3 pieces of chicken with scallions and 2 water chestnuts. Begin and end with chicken. Place the skewers in a shallow baking dish and pour the marinade over, reserving some for basting. Marinate at room temperature for 30 minutes or overnight in the refrigerator.

Pre-heat the broiler. Line a baking sheet with aluminum foil. Arrange the skewers in a single layer and broil 4 inches from the flame. Baste with marinade after 5 minutes. Turn over and cook until done (approximately 5 minutes). Alternatively, the skewers can be grilled on a barbecue.

Serve with hot Chinese-style mustard for dipping.



## Bits & Pieces

### Host A Private Wine Dinner at Lawry's in Dallas...

The wine dinners at Lawry's The Prime Rib, Dallas, are widely acknowledged to be the best in town. Now you can draw on our expertise, legendary wine cellar and food to host your own private wine dinner in our restaurant for business associates, family or friends. It's an impressive way to celebrate a personal special occasion or to host a corporate gathering. Choose among executive chef Matt Melton's special selections to create a five-course menu for your dinner. Wine manager Steven Giacotti will pair premium wines with each course, and while dinner is in progress, take your guests on a guided tour of each selection. The cost is \$100 per person. For further information and reservations, please telephone Nancy Brosseit at (972) 503-6688, or e-mail [NBrosseit@LawrysOnline.com](mailto:NBrosseit@LawrysOnline.com) with "private wine dinner" in the subject line.

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### Planning a holiday party?...

Dates and spaces for private Christmas and New Year's parties in our popular restaurants are booking up very quickly. Don't miss out! Please telephone your favorite Lawry's restaurant now to find out how we can help make your private holiday event a party to remember.

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### Kudos to the Five Crowns...

The Five Crowns has won the Golden Sceptre, the highest honor awarded by the Southern California Restaurant Writers Association. The award requires a special vote by the association's membership and a restaurant must receive a cumulative score of 95-100 on its food, wine, service and ambience in order to be eligible. The restaurant also won the SCRWA's Golden Bacchus Award for its wine selection and service. The Five Crowns is our most romantic restaurant, modelled after an English country inn and nestled in the seaside village of Corona del Mar, CA.

# Looking at Lawry's



As part of our celebration of the 70th anniversary of Lawry's The Prime Rib's founding, our Beverly Hills restaurant invited couples marking 70th wedding anniversaries this year to join us as our guests for a very special luncheon. We had a great time greeting and getting to know, at left, Colonel and Margaret Cain (Colonel is 92 and Margaret 91) and Harold and Lilly Fischer (both of whom are 91). Both couples have been fans of our restaurant since the original Lawry's in Beverly Hills opened in 1938. Pictured with them are general manager Todd Johnson and server Natalie Boren.



Children from three of Chicago's public schools had a ball when Lawry's in that city invited them to be our guests. They

learned about dining etiquette from sales and marketing manager Sharon Fine, feasted on a great lunch, and (photo above) proudly carried home the chef's hats and Lawry's Seasoned Salt we gave them as souvenirs of their visit.

Mark and Tammi Brown love England. They fell in love in that country, and when at home in the U.S., their favorite restaurant is our romantic English country inn-themed Five Crowns. Mark proposed to Tammi at the Five Crowns, and the couple were married there in March. The Browns commissioned Sweet Gems Bakery to create their cake, topped with a replica of the restaurant's authentic British telephone booth.



Jamar Columbus (pictured, right) was one of 75 George Washington Carver Elementary students who were welcomed to our Beverly Hills restaurant for an afternoon. We treated the Compton, CA, youngsters to lunch, a tour of the restaurant, a behind-the-scenes look at our kitchen and let them try their hands at preparing Lawry's Original Spinning Bowl Salad.



Writing and Design: Cirigliano & Wood

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