

FrankTalk



We have all been subjected to a barrage of bad news about the economy over the last few months, and if projections are accurate, we will have more. Like just about every other business in this country, Lawry's is feeling the pinch. But our 86 years of experience have taught us to hang in there. In good times and bad, through three generations of our family business, our guests' loyalty has been our lifeline. It's something we never take for granted.

In 1938, when my dad and uncle opened the first Lawry's The Prime Rib, the Great Depression was in its 10th year. But the new restaurant took off and was a success. Despite their troubles, Americans didn't stop eating out or celebrating special occasions, and at Lawry's, they found a novel style of service that made it fun to visit, and an honesty in our hearty, comfort food and hospitality that showed them we were worthy of their patronage.

It was the start of a partnership with our guests that we treasure, and that through the years we've focused on maintaining. My dad wanted Lawry's to appeal to people from all walks of life by offering the highest quality food and experience at the very best value.

My son and I have been guided by that philosophy, and we believe it's why our restaurants have survived for so many years, through scores of economic ups and downs. Guests return again and again because at Lawry's they find a rare combination of superior quality and great value. We've always been committed to delivering both, and without compromise.

At Lawry's The Prime Rib, our guests can get a spectacular entrée that starts with a terrific salad as a first course, followed by a cut of the finest quality beef, mashed potatoes and Yorkshire pudding, all included for one reasonable price. That's exceptional when you consider that our competitors charge more for a cut of beef alone and require their guests to purchase salad and side dishes *a la carte*.

You can continue to count on us for quality and value through these tough times and beyond. It is our privilege and delight to be a haven for our guests, a place where you can leave your cares at the door and relax with family and friends in an atmosphere of warm welcome and fun.

On a personal note, I've always been an optimist about America. I have confidence that our country will recover from this downturn, as it always has. In fact, I believe Warren Buffet's advice about buying stocks now may very well be the thing to do.

—Richard N. Frank

Lawry's Carvery to Open at L.A. Live

A new Lawry's Carvery will open in early December in downtown Los Angeles' L.A. Live sports and entertainment complex. Located adjacent to the Nokia Theater and the Staples Center on Figueroa St. between Olympic and 11th St., Lawry's Carvery will be the only quick-casual restaurant in the spectacular new L.A. Live district. Before or after a game, concert or movie, treat yourself to our delicious hand-carved sandwiches, hearty platter meals, salads and soup. We'll welcome you with lunch, dinner, or a snack. Enjoy your meal in the dining room or on the sidewalk patio (perfect for people watching!), or we'll prepare it for you to take away. Telephone and fax orders are welcomed.

Like the original Lawry's Carvery in Costa Mesa, CA's, South Coast Plaza and Lawry's Carvery at Westfield Century City, the newest member of our "family" is a quick-casual restaurant inspired by the popular Ale & Sandwich Bars at the Tam O'Shanter and Lawry's The Prime Rib in Chicago, Dallas and Las Vegas.



Lawry's Carvery at L.A. Live

1011 South Figueroa St., Suite B115, Los Angeles

Open: Sun-Thur 11 a.m.-10 p.m.
Fri-Sat 11 a.m.-midnight

Telephone: (213) 222-2212
Fax: (213) 222-2211

If you're looking for a delicious meal and great value on the go, don't settle; come to Lawry's Carvery and discover why we're "a cut above."

Happy Holidays!

"DIRTY DANCING" IN CHICAGO: See the Broadway musical, "Dirty Dancing," at the Cadillac Palace Theatre followed by a spectacular dinner at Lawry's The Prime Rib, Chicago. 2 p.m. Sunday matinee dinner-theatre packages are available for Nov. 23, Dec. 28 and Jan. 11. \$160 per person includes a ticket to the performance, a five-course dinner, tax and gratuity. For reservations, please telephone Sharon Fine at (312) 787-5000, Ext. 25.

THANKSGIVING: We'll serve turkey with all of the traditional trimmings, our classic prime rib and other delicious holiday treats. Come join us! Reservations are available now.

THE CHRISTMAS SEASON: Throughout December, our restaurants will twinkle and shine with decorations, strolling carolers will serenade you with holiday songs during the dinner hours, and as always, we'll pamper you with warm hospitality and the best food you've ever tasted. **Carolers begin Dec. 1 at Lawry's in Beverly Hills, the Five Crowns and the Tam O'Shanter, Dec. 4 at Lawry's in Chicago, Dec. 5 at Lawry's in Las Vegas and Dec. 12 at Lawry's in Dallas.**

A limited number of opportunities for private holiday parties are still available. For further information, please telephone your favorite Lawry's location and ask for the sales and marketing manager.

LAWRY'S CHRISTMAS CAROL DINNERS: Return to Yuletide in Victorian England with costumed actors performing scenes from Charles Dickens' classic, *A Christmas Carol*. Prices include a multi-course feast and entertainment. Reservations are available now.

At the Five Crowns: 7 p.m. Nov. 28 and 29. \$98 per adult; \$49 per child 12 and under, including tax and gratuity.

At the Tam O'Shanter: 1 p.m. Nov. 22; 6:30 p.m. Nov. 24, 25 and 26. \$89 per adult; \$59 per child 12 and under, including tax and gratuity.

At Lawry's The Prime Rib, Beverly Hills: Noon and 7 p.m. Nov. 30. Lunch is \$79 per adult; \$36 per child 12 and under; dinner is \$98 per adult; \$36 per child, including tax and gratuity.

CHRISTMAS IN ITALY AT LAWRY'S THE PRIME RIB, DALLAS, DECEMBER 4: Join us for a traditional Italian Christmas dinner paired with fine Italian wines. Wine manager Steve Giancotti will regale you with stories of Italy's folklore. 7 p.m.; \$89 per person, plus tax and gratuity. Reservations are available now.

CHRISTMAS EVE: Reservations are available now at all Lawry's The Prime Rib restaurants, and will be accepted beginning Nov. 24 by the Five Crowns and the Tam O'Shanter.

All of our restaurants will be closed Christmas Day. Thank you for your patronage this year!

NEW YEAR'S EVE: Whether you join us for dinner at the start of your evening, or ring in 2009 at our final seating, we'll make your celebration memorable. **All of our restaurants will pass out party hats and streamers and, at midnight, we'll treat you to a champagne toast!** Reservations are available now at all

Lawry's The Prime Rib restaurants, and begin Nov. 30 at the Five Crowns and the Tam O'Shanter.

SOLVE "RUBY'S RIDDLE" AT LAWRY'S THE PRIME RIB, BEVERLY HILLS, JANUARY 21: A murder's about to occur, and our troupe of actors can't solve the mystery without you. Your reward? The best dinner you've ever tasted. 7 p.m.; \$98 per person, including tax and gratuity. Please telephone Ellen Frémaux at (310) 360-6281, Ext. 4, for reservations beginning Dec. 22.

ROBBIE BURNS' BIRTHDAY AT THE TAM O'SHANTER: Each January, we celebrate the birth of Scotland's national poet, whose poem, *Tam O'Shanter*, inspired the name of our restaurant. Join us Jan. 20, 21 and 22 for delicious Scottish-themed dishes, theatrics, dancers, bagpipers and more. Seatings are at 5 and 8 p.m. Reservations begin Dec. 26.

SCOTCH DINNER AT LAWRY'S THE PRIME RIB, DALLAS, JANUARY 23: We'll pair Scotland's finest single malts with a magnificent multi-course meal. Come enjoy! 7 p.m.; \$89 per person, plus tax and gratuity. Reservations begin Dec. 23.

ROBBIE BURNS SCOTCH DINNER AT LAWRY'S THE PRIME RIB, LAS VEGAS, JANUARY 25: Join our celebration of the birthday of Scotland's national poet with a fabulous dinner accompanied by an array of award-winning highland single malts. 7 p.m.; \$99 per person, including tax and gratuity. Reservations are available now.

TANGO NIGHT AT LAWRY'S THE PRIME RIB, BEVERLY HILLS, FEBRUARY 12: It's the perfect prelude to Valentine's Day, and a most romantic gift for your sweetheart: Tango master David Chiu will demonstrate and teach easy and fun Tango techniques, and we'll pamper you with an Argentinian-themed dinner and specially selected wines. 7 p.m.; \$125 per person, including tax and gratuity. Reservations are limited and expected to book up very quickly. To make yours, please telephone Ellen Frémaux at (310) 360-6281, Ext. 4, starting Jan. 5.

CULINARY MASTERS DINNER AT LAWRY'S THE PRIME RIB, DALLAS, FEBRUARY 12: Join us for a very special five-course dinner featuring the recipes of Julia Child. 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 four of the courses. Reservations begin Jan. 12.

MURDER MYSTERY DINNER AT LAWRY'S THE PRIME RIB, LAS VEGAS, FEBRUARY 12: Whodunit? Help our troupe of actors solve the crime and enjoy a delicious multi-course feast along the way. 7 p.m.; \$99 per person, including tax and gratuity. Reservations begin Dec. 12 and can be made on line at www.ATouchOfMystery.com or by telephoning (702) 497-7936.

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.

Take Lawry's Home

If you're entertaining at home over the holidays, let us do the cooking. Our restaurants offer outstanding holiday fare to go, made from the highest quality ingredients and cooked to perfection. Just call us at least 48 hours in advance with your order, and we'll prepare it for you to pick up. You'll skip the muss and fuss, and get to sit back and enjoy the compliments!

Individual meals, including prime rib dinners and other entrées from our menus, can be ordered for pick up throughout the holidays from all of our restaurants.

For groups large and small, Lawry's The Prime Rib, the Five Crowns and the Tam O'Shanter will happily take your advance order for plump, golden roasted turkey, whole roasted prime ribs of beef, traditional holiday trimmings, our signature side dishes and to-die-for desserts in quantity.

Lawry's Carvery, our quick-casual restaurant at three Southern California locations, will prepare its delicious hand-carved sandwiches, hearty platter meals and other menu items in quantity for pick up for your home and office holiday parties.

For further information and to place orders, please telephone us at least 48 hours in advance and ask for holiday meals to go. Lawry's Carvery will be closed on Thanksgiving, and all of our restaurants will be closed on Christmas Day.

Planning an Office or Home Party in Southern California? Call on Lawry's Catering

Lawry's Catering will pamper your co-workers and guests with the exceptional food and service that makes Lawry's The Prime Rib famous.

- **Affordable Office Parties:** Our Royal Carver Sandwich Team serves up smart, classy holiday office parties at a great price. For groups of 25 to 200, our master carver and assistant server will arrive on location to provide hot, fresh, hand-carved sandwiches of Roasted Prime Ribs of Beef and Roasted Turkey, Caesar Salad, Creamed Corn or Creamed Spinach, Lawry's famous house-made Potato Chips and an irresistible array of cookies and brownies. Each plate is prepared to order before your eyes.

- **Outstanding Private Parties On Location:** We have a unique treat in our holiday repertoire—carolers! When we cater your home parties this Christmas season, we'll bring along a quartet of carolers in Dickens costumes to entertain your guests. Whether you plan an intimate gathering at home or a grand gala at another venue, we serve groups small and large with full-service lunches and dinners, buffets, or hors d'oeuvres-only receptions, as well as bar and rental services.

For further information and to view our special holiday menus, please visit www.LawrysCatering.com, or telephone Melissa Navarro at (310) 360-6281, Ext. 5.

At present, Lawry's Catering serves Southern California only. We are available throughout the holiday season, excluding Thanksgiving, Christmas Eve, Christmas Day, New Year's Eve and New Year's Day.

Give A Gift Of Lawry's Purchase Lawry's Gift Cards And Get A Gift From Us!



Lawry's Gift Cards are a great one-stop-shopping solution for everyone on your holiday gift list. They're also a great deal: **For each \$125 you spend on Lawry's Gift Cards by December 31, we'll give you a complimentary Guest Certificate worth \$25 (valid January 1-March 31, 2009).** If you are a Lawry's VIP Rewards member, you'll earn one point for every dollar spent on gift cards. (VIP Points are not awarded for the complimentary \$25 certificate.) Lawry's Gift Cards are available in any amount starting at \$25 and are accepted by all of our restaurants. You may purchase Lawry's Gift Cards on our web site, www.LawrysOnline.com, by telephoning, toll-free, (866) LAWRY51 ((866) 529-7971), and in all of our restaurants.

Other Great Gift Ideas

The following gifts may be purchased through our web site, www.LawrysOnline.com, by telephoning, toll-free, (866) LAWRY51 ((866) 529-7971) (a shipping charge will be added for Internet and telephone orders) and in the restaurants specified for each item:

- **C.C. Brown's Hot Fudge:** The awesomely rich hot fudge originally created by Hollywood's legendary C.C. Brown's is now available exclusively through Lawry's. You love it on the sundaes served in our restaurants, and now you can enjoy it at home! Available at Lawry's The Prime Rib, the Five Crowns and the Tam O'Shanter in 10.5-ounce jars (\$7.50) or on line and by telephone in four-packs (\$30).

- **Lawry's Vintage Salad Dressing:** Created exclusively for Lawry's The Prime Rib and not available in stores, it's the dressing that makes our Original Spinning Bowl Salad so uniquely delicious. You can purchase it at Lawry's The Prime Rib restaurants in single 24-ounce bottles (\$7.50) or on line and by telephone in four-packs (\$30).

- **Lawry's Seasoned Salt & Pepper:** America's favorite formulated seasoning and a must for every kitchen, we'll personalize the labels with your gift recipient's name! Each salt and pepper set comes in a distinctive "fanciful L" chrome-plated caddy (holder). Please allow three days for processing. Only available on line and by telephone (\$12).

Don't Forget the Kids!

Kids love our restaurants...and the feeling is mutual! We're honored that many parents choose Lawry's The Prime Rib, the Five Crowns and the Tam O'Shanter for their child's first fine-dining experience.

We can't tell you how many times we've heard from parents, "This is my kids' favorite place to eat." Children find our food delicious and understandable—after all, it's comforting, wholesome meat and potatoes. One young fan wrote us to say that now that he's away at college, he's most homesick for the mashed potatoes he avidly consumed at Lawry's throughout his childhood. Kids even like our creamed spinach—if you can convince them to try it!



Mia Hernandez and her dad, Hector, at Lawry's The Prime Rib, Las Vegas.

The Five Crowns, Tam O'Shanter and Lawry's in Dallas offer children's menus and Lawry's in Beverly Hills, Chicago and Las Vegas provide child-sized versions of our classic prime rib dinners.

Our setting and style of service are great fun for kids. The costumed servers and rolling silver carts and carvers at Lawry's The Prime Rib, the crackling fireplaces and cozy nooks and crannies of the English country inn-themed Five Crowns and Scottish-inn themed Tam O'Shanter delight children's eyes and imaginations at every turn. The holidays will bring even more for kids to enjoy at Lawry's—our restaurants will be twinkling and sparkling with decorations and carolers will be entertaining.

When you visit our restaurants, please let your server know if it's your child's first time with us. We love giving children special attention and making their visits as kid-friendly as possible.

"My goddaughter, now 15, demands to go to Lawry's every year on her birthday," Lawry's The Prime Rib, Beverly Hills, sales and marketing manager Ellen Frémaux says. "She does not eat meat.

She comes to Lawry's because she and her friends are always treated like queens and kings when they visit. She will not consider going anywhere else. She loves showing the restaurant to her friends, and acts like she's a shareholder here!"



Alexis Allen gives our prime rib a thumbs up.



Patrick Fann sent us this photo of his son, Justin, at Lawry's The Prime Rib, Chicago.



Children dining at Lawry's The Prime Rib, Beverly Hills, last Christmas were treated to a tour of the kitchen and pint-sized chef's hats by general manager Todd Johnson.

Holiday Fun—For Kids & Adults—Starts early in Chicago

Lawry's The Prime Rib, Chicago, has some very special events in store for guests of all ages:

CHOCOLATE IN THE MANSION: For the children in your life, it's a wonderful pre-Christmas treat, and for adults, the perfect break from holiday shopping along Michigan Avenue—relax in our beautiful, historic mansion and fortify yourself with scrumptious desserts, hot cocoa, coffee, tea and cider from an endless holiday sweet table while strolling carolers cheer you with songs of the season. Join us on Saturdays from 1-4 p.m., Nov. 22 and 29 and Dec. 6, 13 and 20. \$16 per adult; \$8 per child 12 and under. Reservations are accepted for groups of eight or more.

"A CHRISTMAS CAROL:" Our exclusive dinner-theatre packages on Dec. 7 and 14 include a sumptuous dinner in our restaurant

at 4 p.m., followed by a 6:30 p.m. performance of "A Christmas Carol" at the Goodman Theater. \$95 per adult; \$75 per child 12 and under, including tax and gratuity.

"MARY POPPINS:" A great holiday gift idea, especially for the young (and young at heart)! Enjoy the enchanting musical, "Mary Poppins," at the Cadillac Palace Theatre, followed by a delicious multi-course dinner in our restaurant. 1 p.m. Sunday matinee dinner-theatre packages are available for March 29, April 12 and 26 and June 7. \$155 per adult; \$125 per child 12 and under includes a ticket to the performance, dinner, tax and gratuity.

For further information and to order packages for "A Christmas Carol" and "Mary Poppins," please telephone Sharon Fine at (312) 787-5000, Ext. 25.

For more child-friendly events in our restaurants, please turn to page 2.

Richard N. Frank Receives Lifetime Achievement Award

Lawry's chairman Richard N. Frank has been awarded one of the highest honors the restaurant industry can bestow, the 2008 California Restaurant Association (CRA) Lifetime Achievement award.

Presented jointly by the CRA and the CRA Educational Foundation during its Chairman's Ball, the award recognizes Richard as an "extraordinary individual who has transformed the restaurant and hospitality industries through his innovation, influenced the industry with contributions of lasting significance, shown vision and a commitment to the long-term success of the industry, demonstrated notable and exemplary service to the community and served as an exceptional leader whose passion and dedication have inspired others."

In addition to guiding our company for the last 58 years, Richard has made, and continues to make, many important contributions to his industry and community, especially in education.

He is an emeritus trustee at Pomona College in Claremont, CA, and Art Center



College of Design in Pasadena, CA, a member of the Board of Advisors of The Collins College of Hospitality Management at Cal Poly Pomona, and is a long-time member of the Los Angeles Rotary Club and Chief Executives Organization.

Richard provided the principal funding to build and maintain Frank Dining Hall at Pomona College. He helped raise funds to build The Collins College of Hospitality Management and, in 1989, established its on-going Richard N. Frank Distinguished Lectureship Series. He also funded the Laurie & Susan Frank Art Studio and the Richard N. Frank Athletic Field at Westridge School for Girls in Pasadena, CA. In memory of his father, he helped establish the Lawrence L. Frank Center for Crippled Children and Adults (now AbilityFirst) in Pasadena.

Richard's example continually inspires the lives of all of us at Lawry's, both as co-workers and as members of our communities. We're proud and happy to share the news of his honor with you.

Restaurant Week: Fabulous Food and Great Value

Please mark your calendar for Restaurant Week, coming up in January and February 2009. A number of our restaurants will be participating, offering a special, sumptuous multi-course dinner, including a scrumptious dessert, at a terrific price. For further information and to receive these outstanding meals, please telephone your choice of locations below and request the Restaurant Week dinner when making reservations.

At the Five Crowns: Jan. 18-22; \$35 per person

At Lawry's The Prime Rib, Beverly Hills: Jan. 25-30 and Feb. 1-6; \$34 per person

At the Tam O'Shanter: Jan. 25-30 and Feb. 1-6; \$34 per person

At Lawry's The Prime Rib, Chicago: Feb. 20 and Feb. 22-27; \$32 per person

Prices do not include tax and gratuity.

Wine Dinners

FIVE CROWNS

(949) 760-0331

January 20

Silver Oak Cellars

With David Duncan, president
\$150 including tax and gratuity

LAWRY'S THE PRIME RIB, DALLAS

(972) 503-6688

February 27

Rioja Wines of Spain

\$79 plus tax and gratuity

Taste What's New at the Tam O'Shanter

Delicious Ideas for Lunch and Dinner

What's new for dinner at the Tam? For our guests who prefer lighter fare, we've added specialty sandwiches and entrée salads to our menu.

What's new for lunch? Our popular Rib Eye, formerly available only at dinner, is now also starring on our lunch menu.

What's new for both? Executive chef Oscar Pacheco has created exciting new dishes to tempt your taste buds. We hope you'll join us soon to sample all the delicious flavors:

The 1922 Tam Burger, Certified Angus beef grilled and served open-faced on toasted sourdough, with Nueske's smoked bacon and Thousand Island dressing, topped with our Scotch Rarebit;

Rotisserie Chicken Sandwich, topped with fresh arugula, red onion and tomato, with Green Goddess dressing on a toasted ciabatta roll;

Corn Fritters with chipotle aioli; and

Jumbo Lump Crab Cakes topped with horseradish *crème fraîche*, served with grapefruit salsa and mixed greens.

For further information and reservations, please telephone (323) 664-0228.

Happy Hour All Evening Every Monday

Celebrate with our crowd of football fans, watch the game and enjoy Happy Hour specials all evening long in our Pub every Monday beginning at 4 p.m.

Happy Hour specials include our outstanding, extensive selection of imported and domestic beers on tap, hand-carved specialty sandwiches, house-made potato chips and sides, and chef's special appetizer creations.

Wonderful Wine Tastings

Each month, the Tam hosts a Saturday afternoon (from 3:30 to 4:30 p.m.) wine tasting, featuring a varietal or winery we think you'll enjoy discovering. Wine manager Brien McNally conducts the tasting, sharing behind-the-scenes stories about the wines we're pouring, and our chef creates amazing hors d'oeuvres to enjoy with each wine. Join us for dinner afterward, and we'll deduct 10 percent from your bill!


Coming up:

Zinfandel Tasting—Feb. 7; \$25 per person

Meritage Tasting—March 7; \$30 per person

Prices do not include tax and gratuity. Please call us for reservations one month in advance.

Writing and Design: Cirigliano & Wood

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BEVERLY HILLS 100 N. La Cienega Blvd. (310) 652-2827	DALLAS 14655 Dallas Pkwy. (972) 503-6688	CHICAGO 100 E. Ontario St. (312) 787-5000	LAS VEGAS 4043 Howard Hughes Pkwy. (702) 893-2223
HONG KONG Causeway Bay 4/F, The Lee Gardens 33 Hysan Ave. 011-290-7-2218	OSAKA 5F Herbis Plaza Ent, 2-2-22 Umeda, Kita-Ku 011-06-6343-3344	SHANGHAI Unit 1, No 22 and 23, North Plaza 181 Tai Cang Road, Xintandi, Lu Wan District 011-86-21-63870096	TOKYO Akasaka Twin Tower East 2-17-22 Akasaka, Minato-ku 011-03-5114-8013
SINGAPORE #02-42/44 PARAGON 290 Orchard Rd. 011-65-6836-3333	TAIPEI Core Pacific City, 12th Floor 138 Pateh Road, Sec. 4 011-886-2-3762-1312		
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