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**Fleming's Prime Steakhouse & Wine Bar  
Celebrates First-Ever "Month of Discovery"  
In September**

**Month-Long Celebration Offers New Wine and Menu Selections, Events, and Value**

**September 2009** – The annual unveiling of the new Fleming's 100™, the award-winning list of 100 wines by the glass, at Fleming's Prime Steakhouse & Wine Bar has become a much anticipated event for food and wine lovers. This year's debut of the new 2009/2010 list has evolved into Fleming's first-ever "**Month of Discovery**" which will be a month-long celebration in September:

The new [Fleming's 100](#) debuted September 1 – This year's collection of 100 wines by the glass acknowledges the pleasure of discovering a great wine at a great value and features 30 wines available for \$10 a glass or less.

"The Fleming's 100 is nothing less than an honor roll of excellence from around the world," explains Director of Wine Marian Jansen op de Haar. "This year we have made a special effort to find superb wines at a value which we know is of key importance to our guests. It's an absolute pleasure for me to introduce these exciting new wines, one glass at a time."

[Memorable Meal: Trio of Filets](#) through September 30 – Fleming's is celebrating their most popular steak, Filet Mignon, by offering a three-course Memorable Meal for \$45 per guest. The Trio of Filets are presented side-by-side in a modern take on three classic preparations – Wellington, Oscar and Au Poivre. The Memorable Meal also includes salad, side dish and a trio of crème brûlées for dessert. For \$10, guests may add a flight (three 2-ounce tastes) of paired wines from the new Fleming's 100, selected by Director of Wine Marian Jansen op de Haar to perfectly complement each Filet preparation.

[Prime Burger Bar Menu](#) started September 1 – Fleming's is introducing an all-new, all-burger bar menu featuring five "Prime Burgers" – Sliced Filet Mignon Burger; Ahi Tuna Burger; Jumbo Lump Crab Cake Burger; Portobello Mushroom Burger; and the signature Fleming's Prime Burger. Each burger is served with a mini Wedge Salad and two Fleming's signature Onion Rings.

"The Prime Burger Bar Menu offers guests a new way to enjoy the Fleming's dining experience," says Executive Chef Russell Skall. During the September "Month of Discovery", guests can indulge in complimentary mini versions of the new Prime Burgers every Wednesday in the bar from 5:00 to 7:00pm, and discover which will be their new favorite!

**-more-**

Fleming's Month of Discovery  
Add one

**"5 for \$6 'til 7"** new menu debuted September 1 – Fleming's popular bar menu offers 5 wines, 5 cocktails, and 5 appetizers for \$6.00 each, until 7pm nightly. The updated menu features new wine selections from the Fleming's 100, as well as new cocktail offerings. In addition to the 5 full-sized portions of appetizers offered, guests can still enjoy the signature Fleming's Prime Burger for just \$6 as part of the "5 for \$6 'til 7" menu.

**Wine Tuesdays** every week in September – Every Tuesday (8<sup>th</sup>, 15<sup>th</sup>, 22<sup>nd</sup>, and 29<sup>th</sup>) in September, guests will receive 25 percent off any bottle selection from the new Fleming's 100 or, if they prefer, they may bring in their own favorite and enjoy complimentary corkage. Guests taking advantage of the Wine Tuesday offerings will also receive a Fleming's card good for a future 25 percent discount on a Fleming's 100 bottle or complimentary corkage, through December 30<sup>th</sup>.

**"100 Wines, 100 Winners" Sweepstakes** through September 30 – Fleming's will be giving 100 lucky wine lovers the chance to win a bottle of their choice from the new Fleming's 100. Enter online by September 30 at [FlemingsSteakhouse.com/Wine09](http://FlemingsSteakhouse.com/Wine09).

#### About Fleming's Prime Steakhouse & Wine Bar

The nationally acclaimed Fleming's Prime Steakhouse & Wine Bar offers the best in steakhouse dining – Prime meats and chops, fresh fish and poultry, generous salads and side orders—with a unique wine list known as the Fleming's 100, which features over 100 wines served by the glass. Fleming's was launched in Newport Beach, California in 1998 by successful restaurant industry veterans Paul Fleming and Bill Allen. Today there are 64 restaurants nationwide. Fleming's is the recipient of numerous prestigious awards, including Wine Enthusiast's annual Award of Distinction and Wine Spectator Magazine's Award of Excellence.

For more information about Fleming's Prime Steakhouse & Wine Bar and the Fleming's 100, please visit [www.FlemingsSteakhouse.com](http://www.FlemingsSteakhouse.com)

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