



## KEY FACT SUMMARY

- CONCEPT:** *Fleming's Prime Steakhouse & Wine Bar* is the ultimate steakhouse destination for food and wine lovers seeking a stylish, lively memorable dining experience. Nationally renowned for its Prime beef and steakhouse fare, *Fleming's* is equally celebrated for the *Fleming's 100™*, its award-winning wine program that features 100 wines by-the-glass.
- Fleming's* was founded on the premise that a steakhouse can be sophisticated yet comfortable and not overpriced. *Fleming's* offers an engaging ambiance and lively environment, where one can enjoy great food and a broad selection of fine wine, which is further complemented by attentive and knowledgeable service.
- CUISINE:** *Fleming's Prime Steakhouse & Wine Bar* features USDA Prime corn-fed beef, aged to perfection and hand-cut. The restaurant offers a wide selection of sizes and cuts, ranging from the smallest number 8-ounce Petite Filet Mignon to the 40-ounce Porterhouse for two guests. All steaks are seared at extremely high temperatures on gas broilers to seal in the beef's natural juices and flavors.
- While Prime beef reigns supreme at *Fleming's Prime Steakhouse & Wine Bar*, other flavorful dishes offered include daily-featured selections of fresh seafood, fresh salads, and tasty appetizer selections. Critically acclaimed for its simple fare, the restaurant serves fresh vegetables family-style—among the selections are four different potato preparations. Tempting desserts made from scratch every day include the Chocolate Lava Cake and Crème Brûlée.
- WINE PROGRAM:** The *Fleming's 100* is truly a point of differentiation and an integral part of the dining experience at *Fleming's Prime Steakhouse & Wine Bar*. Each year, Director of Wine Maeve Pesquera selects a majority of the wines to appear on *Fleming's* wine lists throughout the country. The other wines on the list are selected in conjunction with the local wine managers to reflect regional tastes. 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 wine lists are comprised of boutique wines as well as well-known labels from throughout the U.S. and the world. Special 2-ounce "wine tasting" pours are offered as wine flights to assist diners in finding the perfect wine to complement their culinary choice. These are served in the attractive wine vine. The Reserve List includes more than 80 limited-availability wines offered only by the bottle from internationally renowned wineries.
- BAR MENU:** Fleming's has introduced a new way to make a memorable start to the evening with the "5 for 6 'til 7" bar menu. The menu offers 5 premium cocktails, 5 award-winning wines by the glass, and 5 signature appetizers—all priced at \$6 each—a stellar value, all available until 7 p.m., 7 nights a week except where prohibited by law. Hours and offerings are subject to change in compliance with local or state liquor laws.

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**Fleming's Prime Steakhouse & Wine Bar**  
**Add One**

Fleming's has also introduced 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.

**AWARDS:**

**Wine Spectator** Magazine, August 31, 2010  
64 Awards of Excellence (one for every restaurant open at the time of judging)

**Wine Enthusiast**, February 2010  
64 Awards (one for every restaurant open at the time of judging)

**Food & Wine** Magazine, June 2001  
Top 10 new wine lists in the country

**Hot New Concept**, May 2000  
**Fleming's** was presented the annual Hot New Concept award by *Nation's Restaurant News*. The award recognizes restaurants considered to be innovative, cutting-edge operations with strong consumer appeal.

**AMBIANCE &  
INTERIOR  
DESIGN:**

The atmosphere of **Fleming's** is stylish and lively, with the scene enhanced by the open setting and background music that sets the tone for a first-rate dining experience. The diners are diverse: on any evening at **Fleming's**, the range of guests includes business men and women, social gatherings, and families.

The ambiance is enhanced by an open dining room built around an exhibition kitchen and expansive bar. Warm and inviting, the setting is refined and casually elegant. Features include lighter woods with rich cherry accents, high ceilings, and leather upholstery. Custom-designed alabaster chandeliers complement the scene with a warm amber glow throughout the restaurant.

**PRIVATE DINING:**

Guests can turn any special occasion into memorable times at **Fleming's**. Whether hosting a small social gathering or large business function, **Fleming's** will custom-tailor an event worthy of the occasion. It's the personal touches that make an event special, and no one understands this better than our Private Dining Directors. They ensure that every detail — from the food and drinks to the ambience and timing — is exactly right.

Guests can choose from one of the three set dinner menus — "Chardonnay," "Zinfandel" and "Merlot" — or work with Private Dining Directors to customize a special menu, either for a full dinner, or wine-tasting party with hors d'oeuvres.

For more information or to learn about [TANDBERG Video Conferencing](#) at select Fleming's locations, please contact the local Private Dining Director by choosing your location from the drop-down menu on the right.

**FOUNDERS:**

Paul Fleming  
William Allen, III

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

Add Two

### **MANAGEMENT**

#### **TEAM:**

The ***Fleming's*** management team is comprised of a group of dedicated and seasoned professionals, all with long successful careers in their respective disciplines. In addition to national management, every ***Fleming's Prime Steakhouse & Wine Bar*** has both an Operating Partner and a Chef Partner, providing stability and commitment to local communities.

Skip Fox, President

Rick Scott, Vice President of Operations

Russell Skall, Executive Chef

Maeve Pesquera, Director of Wine

Jennifer Capler, Vice President of Training & Development

Tanya Sparkman, Vice President of Marketing

#### **FOUNDED:**

Newport Beach, California, December 1998

#### **PRICING:**

The average cost of dinner is approximately \$60 per person, including tax and tip.

#### **HOURS OF OPERATION:**

Dinner is served seven days a week (with the exception of Christmas Day and Thanksgiving Day).

#### **WEBSITE:**

[www.FlemingsSteakhouse.com](http://www.FlemingsSteakhouse.com)

#### **LOCATIONS:**

See attached listing.

#### **CREDIT CARDS ACCEPTED:**

American Express, Diners Club, Discover, MasterCard, VISA

#### **NEWS**

#### **CONTACT:**

Stephanie L. Amberg, ***Fleming's Prime Steakhouse & Wine Bar***  
813/282-1225

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**Fleming's Prime Steakhouse & Wine Bar**

Add Three

**LOCATIONS:**

Alabama	Michigan
Birmingham	Birmingham
Arizona	Livonia
Phoenix Area:	Missouri
Chandler	St. Louis
DC Ranch	Nebraska
Peoria	Omaha
Scottsdale	New Jersey
Tucson	Edgewater
California	Marlton
Fresno	Nevada
La Jolla	Las Vegas/Summerlin
Los Angeles Area:	North Carolina
El Segundo	Charlotte
Downtown/L.A. LIVE	Greensboro
Woodland Hills	Raleigh
Newport Beach	Oklahoma
Palo Alto	Tulsa
Rancho Cucamonga	Ohio
Rancho Mirage	Akron
San Diego	Cleveland/Woodmere
Walnut Creek	Dayton
Colorado	Pennsylvania
Denver/Englewood	Radnor
Connecticut	Rhode Island
West Hartford	Providence
Florida	Tennessee
Coral Gables	Knoxville
Naples	Memphis
Orlando	Nashville
Sandestin	Texas
Sarasota	Austin Area:
Tampa	Downtown
Winter Park	The Domain
Georgia	Houston Area:
Atlanta/Dunwoody	River Oaks
Illinois	Town & Country
Chicago Area:	The Woodlands
Downtown	San Antonio
Lincolnshire	Utah
Indiana	Salt Lake City
Indianapolis	Virginia
Iowa	Richmond
West Des Moines	Tysons Corner
Louisiana	Wisconsin
Baton Rouge	Madison
Maryland	Milwaukee/Brookfield
Baltimore	
Massachusetts	
Boston	

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