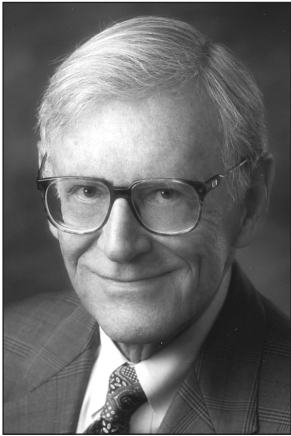




A La "Cart" is a publication of Lawry's Restaurants, Inc.

FrankTalk



Change is inevitable—especially in the restaurant business. There is constant competition for our guests' attention, new trends rise and fall, the economy changes, lifestyles change and the tastes and habits of the dining public turn on a dime. We're always paying close attention so we can keep progressing and up to date.

But we never want to violate the spirit of our restaurants—the things about us that have drawn guests to our doors for almost 90 years—our caring for the people we serve, our intention to provide good food at an honest price and our desire to keep delighting our guests with warm hospitality.

So we make changes carefully. And we often get responses from our guests. Guests who feel affection for one or another of our locations, who celebrate some of the most important times of their lives with us, come to view their favorite Lawry's Restaurant as *their place*, and they have something to say when we change it. We get far more favorable comments than unfavorable, but as I always say to my colleagues, with any change, someone's going to gripe. It's true you can't please everyone all of the time, but we sure try hard to make that happen. Praise or criticism, we take our guests' comments to heart.

We recently made changes in two of our restaurants, the Tam O'Shanter in Los Angeles and the Five Crowns in Corona del Mar, CA. About a year ago at the Tam, we eliminated the traditional lunch that was formerly served in its dining rooms and now serve lunch from the restaurant's in-house Ale & Sandwich Bar. My grandson (the fourth generation of our family to join our company), Ryan O'Melveny Wilson, who is Lawry's Restaurants, Inc., corporate executive chef, created a revised menu for the Ale & Sandwich Bar that includes, in addition to hand-carved sandwiches, entrée salads and platters such as our signature roasted prime ribs of beef.

The reason? Fewer guests were joining us for the formal, full-service lunch, while business at the more casual and lower-priced Ale & Sandwich Bar was becoming more popular than ever.

Our Five Crowns restaurant has undergone an even bigger change. We closed the restaurant for a month this spring while we remodeled the interior, modified the menu and wine list and retrained the staff. The reason? We felt it was time to rejuvenate the restaurant. We wanted to retain its fine dining aspect, but do it in a more casual, contemporary way to add a new dimension that would attract a wider range of guests.

My family, along with corporate managers and managers of both of the restaurants, pitched in to make the changes without compromising our principles.

My son, Richard, who is Lawry's Restaurants, Inc., president, led our efforts. My grandson, Ryan, is now acting as Five Crowns' executive chef so he can personally oversee the cuisine. My daughter, Susie, did an amazing job of directing the redesign of the Five Crowns' interior, giving it a more youthful look with new fabrics and colors, brightening the restaurant with new lighting, and heightening its feeling of comfort and good cheer, while keeping all of its former charm and character intact.

Now that the Five Crowns has reopened, we hope you'll visit it, as well as the Tam, to taste and see all that's new. We think you'll find they're better than ever.

—Richard N. Frank

Five Crowns: Look at Us Now

Our beautiful, romantic Five Crowns restaurant in Corona del Mar, CA, has reopened after a month's closure for remodeling. We've refreshed and revitalized the entire restaurant without losing one whit of its cozy English-country-inn charm or warm feeling of welcome, and can't wait for you to visit and rediscover it all over again.

The interior has been updated with new fabrics and colors and set softly aglow by new lighting indoors and out. The new menu changes weekly to bring you dishes bursting with the bright flavors of the freshest and finest locally grown produce, meats and seafood. Try the Ribeye, slowly roasted to perfection and finished on the grill, accompanied by beef fat fries and watercress salad, or our Corn



Light projections of the Five Crowns' logo drew attention on Grand Reopening night.

For photos and more about Five Crowns, please turn to page 4.

Summer at Last!

SUNSET RIVER CRUISES AT LAWRY'S THE PRIME RIB, CHICAGO:

This cruise-dinner package is so popular, we're offering it on additional nights! You can now enjoy it on Saturdays, as well as Thursday and Friday evenings through October 2. Join Chicago Architecture Foundation docents at 5:30 p.m., as they point out landmark buildings on a 90-minute cruise of the Chicago River, followed by a multi-course dinner in our restaurant. \$87 including tax and gratuity. For further information and reservations, please ask for the sales department when you telephone our Chicago restaurant.

SUMMER & FALL WINE TASTINGS AT THE TAM O'SHANTER:

Our Saturday afternoon wine tastings are great fun and a great value. Conducted by wine manager Brien McNally and featuring award-winning wines paired with hearty hors d'oeuvres, each tasting is from 3-4 p.m. and is \$40, plus tax and gratuity. Join us for dinner afterward, and we will deduct 10 percent from your bill. Reservations are available 30 days in advance of each tasting.

- **July 9: Big, Bold Reds**
- **August 6: World of Rhônes**
- **September 10: Bordeaux / Meritage**
- **October 1: Big California Cabernets**

TEQUILA TASTING AT THE TAM O'SHANTER,

JULY 16: Sample the world's finest Tequilas straight up and in fun, new cocktails and enjoy executive chef Teri McLeod's sumptuous hors d'oeuvres. 3-4 p.m.; \$40 plus tax and gratuity. Join us for dinner afterward and we'll deduct 10 percent from your bill. Reservations are available now.

MURDER MYSTERY DINNER AT LAWRY'S

THE PRIME RIB, BEVERLY HILLS, JULY 27:

Help our troupe of actors solve the mystery of "The Weekender's Club," and we'll reward you with one of the best meals you've ever tasted. 7 p.m.; \$96 includes tax, gratuity, entertainment and dinner. Reservations are available now by telephoning Ellen Frémaux at (310) 360-6281, Ext. 4.

SUMMER & FALL WINE DINNERS AT

LAWRY'S THE PRIME RIB, DALLAS:

Join us as we pair great food with exceptional wines and entertain you with behind-the-scenes stories about their making. Each dinner begins at 7 p.m. and is \$79 plus tax and gratuity. Reservations are available 30 days in advance of each dinner.

- **July 29: Biltmore Winery**
- **August 26: Raymond Vineyards**
- **September 23: Zinfandels**

DALLAS RESTAURANT WEEK, AUGUST

15-SEPTEMBER 4: Feast on a prime rib or fresh salmon three-course dinner, including dessert, for just \$35 plus tax and gratuity. You'll

get a great value and benefit a worthy cause—\$7 from each dinner served will be donated to the North Dallas Food Bank. Reservations begin July 15; please request the Restaurant Week Dinner when making yours.

CRAFT BEER TASTING AT THE TAM O'SHANTER, SEPTEMBER

24: Sample the great, locally made brews served on tap in our bar, complemented by delicious hors d'oeuvres. 3-4 p.m.; \$40 plus tax and gratuity. Reservations begin August 24.

ROSH HASHANAH DINNERS AT

LAWRY'S IN CHICAGO & DALLAS,

SEPTEMBER 28 & 29:

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. Reservations are available now at Lawry's The Prime Rib, Chicago, and begin in our Dallas restaurant August 28.

ROSH HASHANAH & YOM KIPPUR

CATERING & TAKE OUT:

Lawry's Catering, a service of our Beverly Hills restaurant, will bring superb Rosh Hashanah and Break-Fast dinners, along with our exceptional service, to your home or other Southern California location of your choice. For menus and reservations, please telephone Melissa Navarro at (310) 360-6281, Ext. 5. Lawry's in Beverly Hills will also prepare traditional holiday meals to go; please telephone the restaurant for information.

OKTOBERFEST AT LAWRY'S THE PRIME

RIB, BEVERLY HILLS, OCTOBER 5:

Join us for the great beers, food and fun of Germany's legendary fest. 7 p.m., \$75 including tax and gratuity. Reservations begin September 7 by telephoning Ellen Frémaux at (310) 360-6281, Ext. 4.

SINGLE MALT SCOTCH DINNER AT THE

TAM O'SHANTER, OCTOBER 13:

Forget those long lines at the airport and have your highland fling with us! Bagpipers and a drummer will entertain while you enjoy a multi-course dinner that complements the premium Scotch whiskies we'll be pouring. 6:30 p.m.; \$89, plus tax and gratuity. Reservations begin September 13.

CRAFT BEER DINNER AT LAWRY'S THE

PRIME RIB, DALLAS, OCTOBER 21:

Discover the great beers of Texas' oldest craft brewery, Saint Arnold Brewing Company, and enjoy a multi-course dinner along the way. We recently began serving Saint Arnold's brews, including their "Brown Gown Ale," an homage to our servers' uniforms created especially for Lawry's The Prime Rib, in our bar. 7 p.m.; \$59 plus tax and gratuity. Reservations begin September 21.

Scaring Up Fun for Halloween...

It's never too early to make plans for everyone's favorite costumed holiday!

HALLOWEEN MURDER MYSTERY

DINNERS: An intriguing mystery...fabulous food...and our famed pampering. These dinners are good enough to send shivers up your spine! Costumes are encouraged but not required.

• **October 27 at Lawry's The Prime Rib, Las Vegas:** 7 p.m.; \$99, including tax and gratuity. Please make your reservations now online at ATouchOfMystery.com or by telephoning (702) 497-7936.

• **October 27 at the Tam O'Shanter:** 6:30 p.m.; \$89 plus tax and gratuity. Reservations begin September 27.

GHOULISHIOUS DINNER & TOUR AT

LAWRY'S IN CHICAGO, OCTOBER 29

& 31:

Celebrate Halloween with a tour of our historic mansion and a five-course, Halloween-themed dinner. Costumes are encouraged but not required. \$51 (\$20 for children 12 and under) plus tax and gratuity. Reservations are available now; please request the Halloween Dinner & Tour when making yours.

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

Fast and easy lunch, dinner and brunch reservations can be made on our web site, LawrysOnline.com.

In Appreciation of Our Guests...

Enjoy Exceptional Food & Value with our August Dinner for Two Specials

**Exclusively at all Lawry's The Prime Rib locations
\$99 for two**

ALSO AVAILABLE IN JULY AT LAWRY'S THE PRIME RIB IN CHICAGO & DALLAS

Lawry's Original Spinning Bowl Salad
Special 8 oz cut of Roasted Prime Ribs of Beef
with mashed potatoes, Yorkshire pudding and creamed corn *or* creamed spinach
or **Fresh Salmon**
with seasonal vegetables

Bottle of Lawry's Private Selection Wine *or*
two well drinks *or* two bottled Republic of Tea
Small C.C. Brown's Sundae Sampler
served with freshly brewed coffee *or* tea

**Exclusively at Five Crowns
\$99 for two**

Pride of the Crowns Salad *or* Seasonal Soup
Special 8 oz cut of Roasted Prime Ribs of Beef
with Yorkshire pudding and choice of mashed potatoes, creamed corn *or* creamed spinach
or **Fresh Wild Salmon**
with summer vegetables

Bottle of Five Crowns House Wine *or* two well drinks *or* two craft beers
Dark Chocolate Soufflé for two
served with freshly brewed coffee *or* tea

**Exclusively at the Tam O'Shanter
\$89 for two**

Tam Salad *or* Soup of the Day
Special 8 oz cut of Roasted Prime Ribs of Beef
with mashed potatoes, Yorkshire pudding and creamed corn *or* creamed spinach
or **Fresh Salmon**
with seasonal vegetables

Bottle of Tam Private Label Rutherford Hills Wine *or*
two well drinks *or* two bottled Republic of Tea
Petit English Trifle *or* small C.C. Brown's Sundae Sampler
served with freshly brewed coffee *or* tea

This offer is available July 1-August 31, 2011, at Lawry's The Prime Rib in Chicago and Dallas. At all other Lawry's The Prime Rib locations, the Five Crowns and the Tam O'Shanter, it is available August 1-31, 2011. Reservations are available now by telephoning the restaurant of your choice or on the web at LawrysOnline.com. Please request the August Dinner Special when making your reservation. Prices are per twosome and do not include tax or gratuity. This offer is not valid for private parties and cannot be combined with other discounts or VIP Rewards Certificates. Lawry's VIPs earn points on net food and beverage. Our regular-priced dinner menu is also available.

A Beautiful Wedding by Lawry's Catering



Lawry's Catering (a service of our Beverly Hills restaurant) created a wonderfully romantic wedding and reception for Alice Meng and Dennis Wong at the historic Craven's Estate in Pasadena, CA.

The couple were so pleased that Alice wrote a glowing review on WeddingWire.com, saying, in part: "Since I was a little girl, Lawry's The Prime Rib has been the restaurant associated with any special event, but I never would have dreamed that I could have it at my wedding...From my first phone call with Melissa Navarro, Lawry's Catering manager, everything seemed to come together so smoothly. I never thought I could afford Lawry's to come out and cater for 200 people, but Melissa knew our budget and helped us work within it to have a real Lawry's experience. She even helped us find our venue, which we loved! [Lawry's] follow-up and responsiveness was always immediate and helpful, their professionalism was nothing less than exceptional, and the value was immeasurable...I would recommend them over and over again."

Lawry's VIPs Earn Double Points This Month

If you are a Lawry's VIP Rewards member, there's no better time than now to visit us. In addition to our great food and drink, you'll receive the special bonus we're offering through July 31: **Join us Mondays-Fridays for lunch or dinner at Lawry's The Prime Rib, the Five Crowns or the Tam O'Shanter, and we'll award double VIP Points for every dollar you spend, excluding tax and gratuity.** This offer is not valid for private events. We look forward to welcoming you!

Yorkshire Pudding: A Surprising Star

Consider the Yorkshire pudding: plump and golden brown, it nestles in its very own pan next to your plate of prime rib. Spear a bit of it with your fork, and use it to sop up the rich juices of the meat. A marvel of construction, it becomes meltingly tender, yet doesn't fall apart until you get it safely to your waiting mouth.

For millions of happy eaters around the world, roast beef wouldn't be complete without a Yorkshire by its side. The first known recipe for the iconic British dish, created in Yorkshire, England, was published in 1737 in a book entitled *The Whole Duty of a Woman*. The pudding was brought to America's shores by early English settlers.

In our restaurants, a surprisingly large number of guests consider it their favorite part of our classic prime rib meal. Some even tell us it's why they come to Lawry's.

One young man, isolated at a college far away from any of our restaurants, e-mailed to tell us he'd begun dreaming of our Yorkshire pudding almost every night. Another guest, a former Dallasite now living in Houston, wrote to say that when she was pregnant, she craved Lawry's The Prime Rib, Dallas', Yorkshires so fervently that her doting husband rented a private jet to take her there.

When the original Lawry's The Prime Rib opened in Beverly Hills in 1938, Yorkshire pudding wasn't on the menu. It wasn't until the 1950s that

Richard N. Frank approached his father, Lawry's founder Lawrence Frank, with the idea of adding it.

Lawrence, who had tasted his first Yorkshire on a trip to England, didn't think much of it and opposed the idea, calling the pudding "a wet, sloppy mess." Richard thought that if it was cooked right, the dish could win Lawrence's approval, so he set our chefs to work. After months of experimenting, the recipe was perfected. Far lighter than the English version, delicately crisp on the outside and airily soft inside, baked in individual skillets and served fresh from the oven, Lawrence deemed it good enough to have pride of place next to our prime rib. Today, Yorkshires are served in all of our fine-dining restaurants in the U.S. and internationally.

In 2007, Richard N.'s son, Richard R. Frank, re-engineered how we bake our Yorkshires by inventing a pan that allows us to make 11 individual puddings at once, enabling us to get them to full tables of guests all at the same time, all at their peak of flavor and all piping hot from the oven.

If you're among the many fans of the Yorkshire, you'll be pleased to know there is an actual, annual National Yorkshire Pudding

Day, celebrated in the U.S. this year on October 13. (In England, Yorkshire Pudding Day is the first Sunday of every February.) Join us at Lawry's The Prime Rib, the Five Crowns or the Tam O'Shanter and raise a forkful in celebration.



Lawry's The Prime Rib, Dallas, cook Juan Flores with Yorkshires fresh from the oven. Our guests like the pudding so much, they consume more than 200,000 servings of it a year. If you'd like to make Lawry's Yorkshire pudding at home, our recipe can be found at LawrysOnline.com.

Five Crowns: Look at Us Now

continued from page 1

Chowder, made with sweet corn, Dungeness crab and lemon ver-bena. Lawry's classic roasted prime ribs of beef are the centerpiece of the menu and, due to overwhelming popular demand, Pride of the Crowns Salad is back. Leave some room for our profoundly decadent desserts!

The new wine list offers exceptional wines you won't easily find elsewhere, all available by the glass and the bottle. Each has been carefully selected to pair perfectly with the menu. We also have a great selection of imported and domestic beers on draft and by the bottle, including premium local craft brews. Treat yourself to one of our classic or inventive new cocktails.

Our staff is brimming with excitement about the many improvements at Five Crowns, and looking forward to introducing you to all that's new. So, come, taste, and enjoy.



Did You Know...?

Five Crowns was the favorite restaurant of Chuck Jones, the legendary Warner Brothers' animator and creator of Bugs Bunny. When he visited, he would delight our young guests by drawing his characters on the restaurant's linen napkins.

"Five Crowns is back, fluffed, folded and fresh as a daisy...you will be totally impressed..."— Peter Buffa, *The Daily Pilot*

"I felt as if I got older and the Five Crowns got younger. Its fresh and youthful approach to service, tasty menu options and reasonable prices made this restaurant a place I will be checking into more often."—Tiffany Carter, *Corona del Mar Patch*

Cheering Up the Kids



Christopher Robinson (center right), a patient at the Mattel Children's Hospital at UCLA, was a special guest at Lawry's Beef Bowl for the 2011 Rose Bowl Game. Christopher and his family (his brother, Nicholas, is at Christopher's right) had a great time meeting Wisconsin Badgers players including quarterback Scott Tolzien (at Christopher's left), who is now with the Chicago Bears.

For the last six years, Lawry's The Prime Rib, Beverly Hills, with the full support of our company, has been giving the children at UCLA's Mattel Children's Hospital the gift of happy times. The children, many of whom are terminally ill, come to the hospital from throughout the U.S. and the world to receive state of the art care. Our efforts are led by Beverly Hills general manager Todd Johnson, whose wife, Irene, is a pediatric chaplain at the hospital. Todd recently arranged for one youngster, terminally ill with liver disease and unable to leave the hospital for more than two hours at a time, to be flown by helicopter to Disneyland. We bring our food and service to the hospital two times a year to treat the almost 150 kids there to a barbecue and a holiday meal, invite children and their families celebrating milestones in their recovery to free dinners and lots of pampering in the restaurant, and, in short, do all we can to boost the young patients' morale and help make their dreams come true.

Bits & Pieces

Get Happy, Dallasites!...

Come join us for Happy Hours, Sundays-Fridays from 4:30 p.m. to 6:30 p.m. in the bar at Lawry's The Prime Rib, Dallas. Munch our delicious "Bites" for just \$4, and enjoy special prices on drinks. We now have a great selection of locally brewed craft beers on tap and by the bottle, including the new "Brown Gown Ale" from Saint Arnold, inspired by our servers' uniforms and created especially for Lawry's The Prime Rib.



We've Got A Tailgate For You...

Planning to be at the USC home games September-November at the Los Angeles Coliseum? Join us for the best tailgate party you've ever experienced, presented on location by Lawry's Catering, a service of our Beverly Hills restaurant. For three full hours before kick-off at every home game, enjoy an open bar with unlimited drinks, unlimited hand-carved prime rib and turkey sandwiches, unlimited sides and desserts and pre-game viewing access. You can also buy a game ticket when purchasing a tailgate entry. For all of the details, please call Lawry's Catering at (310) 360-6281, Ext. 5.



It's That Time...

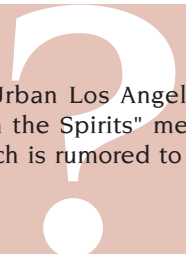
Please contact us now to book private parties and events for the Christmas season and New Year's. Our restaurants are so popular for private entertaining during the holidays that they fill up far in advance; we wouldn't want you to miss out on snagging the date and time you prefer. The same holds true for reserving holiday events by Lawry's Catering, a service of our Beverly Hills restaurant that brings our famous food and service to your home or other Southern California location of your choice. To find out more about private holiday parties and events, please telephone your favorite Lawry's restaurant and ask for the sales and marketing manager; for Lawry's Catering, telephone Lawry's in Beverly Hills and ask for the catering manager.

**Check Out our New
Website at
LawrysOnline.com**

- Reservations
 - Lawry's Gift Cards
 - Recipes
 - Job opportunities
 - Menus
- And more!

Did You Know...?

GHOULA, Ghost Hunters of Urban Los Angeles, has hosted their "Spirits With the Spirits" meetings at the Tam O'Shanter, which is rumored to be haunted.



Looking at Lawry's



Ashley Smith got a happy surprise when she graduated with her doctorate from Southwestern Baptist Theological Seminary. Her husband, Dr. Steven W. Smith, dean of the seminary's College at Southwestern, took her to dinner at Lawry's The Prime Rib, Dallas, where they were joined by their friend and one of Ashley's inspirations, U.S. Air Force Captain Scott O'Grady. Capt. O'Grady is the author of *Return With Honor*, his account of how faith and patriotism sustained him when he was shot down over Bosnia in 1995, evaded capture for six days and was dramatically rescued. From left, Steven Smith, Ashley Smith, Scott's mother Mary Lou O'Grady and Scott O'Grady.



Many of our co-workers develop such a passion for what they do that they take the initiative to pursue advanced education and training. Lawry's The Prime Rib, Las Vegas, bartender Tim Duarte (top left) is on his way to becoming a master sommelier, the highest professional designation in wine management. After graduating from four levels of training, Tim will be a true wine expert, fully equipped to give guests exemplary service, manage a wine cellar, and to teach his fellow co-workers the art of tasting, selecting, and pairing wines with food. Lawry's The Prime Rib, Beverly Hills, catering manager Melissa Navarro (lower left) has earned certification as a Wedding Professional, enabling her to offer guests superior knowledge and skills in planning and catering weddings both in our Beverly Hills restaurant and at the Southern California location of their choice through Lawry's Catering.



Lawry's The Prime Rib, Taipei, has moved into beautiful new quarters (the new address and phone number are in the mailing area below). If you're planning a trip to Taiwan, please visit to enjoy a delicious taste of home.



Writing and Design: Cirigliano & Wood

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