



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

FrankTalk



The famed New Orleans chef and restaurateur, Emeril Lagasse, visited the Tam O'Shanter in January. He brought along a camera crew to film the restaurant for the first episode of his new television show, "The Originals," soon to air on the Cooking Channel (please check your local listings for the start date and time).

In the series, chef Emeril will take viewers to unique restaurants across the nation that have storied histories, have stood the test of time, and are still popular with patrons today. We are delighted he chose the Tam as the first restaurant to be filmed, and if I do say so myself, his choice couldn't have hit the nail more squarely on the head.

The Tam truly is an original. Opened almost 90 years ago by my father and uncle, it was our company's first restaurant. Today, we believe, it is the oldest in Los Angeles operated continuously by its original family owners in its original location. From the start, it has been a singular kind of place with an almost storybook look to it, filled with cozy nooks and crannies, Scottish décor and memorabilia from Los Angeles' early days. It's often been a place for new ideas; for example, in the 1930s it was, for a time, the nation's first drive-in restaurant. Its food, too, has always been innovative—from the recipe my dad invented for the high quality, delicious hamburgers that starred on the first menus, to the signature Lawry's prime rib that has long been the Tam's most popular dish, to the bright, fresh seasonal plates my grandson (representing the fourth generation of our family), Ryan O'Melveny Wilson, our company's corporate executive chef, created recently for the restaurant—our goal has been to put an exciting new spin on American comfort food.

And, of course, there's the Tam's celebrity connection: In the 1920s, with silent-movie studios just blocks away and directors like Mack Sennett filming in nearby Griffith Park, the era's stars flocked to the restaurant at lunchtime. On any day, one might have seen Rudolph Valentino, Fatty Arbuckle, Mary Pickford, Douglas Fairbanks and other luminaries feasting on the Tam's hamburgers in full costume and makeup. In the 1940s and until his death, the Tam was one of Walt Disney's favorite restaurants. He and his crew of animators came in so often they jokingly nicknamed the Tam their "studio commissary." In later years, John Wayne and Casey Stengel were frequent guests. Today we continue to welcome many sports and political notables, as well as stars including Tom Hanks, Dick Van Dyke and Vince Vaughn.

Chef Emeril had a busy day with us. He turned out to be a pretty cool guy—modest, with a ready smile and a genuine, enthusiastic curiosity about the restaurant. He tasted and commented on our menu, spent time talking chef-to-chef with my grandson Ryan and joined him in cooking some of the restaurant's signature dishes. He also spoke with me and long-time members of the Tam's staff and interviewed some of our guests. He raved about what he'd discovered and told us the Tam had far exceeded his expectations. It seems the Tam has a new fan, and the feeling is definitely mutual.

—Richard N. Frank



From left, chef Emeril Lagasse, Lawry's corporate executive chef Ryan O' Melveny Wilson, and me.



Five Crowns: The Best of Old and New

We are making some exciting changes we're certain you will enjoy at Five Crowns, our inviting English-themed restaurant in Corona del Mar, CA. To accomplish them, the restaurant is temporarily closed until mid- to late-April.

Please be assured that the things you love about Five Crowns—its English "inn" charm and authenticity, signature prime rib and excellent service—will still be very much in evidence the next time you visit. While taking care to keep what's best about our restaurant, we're refreshing and renewing it to bring you an even better dining experience.

THE LOOK: There will be new carpeting, fresh new colors and fabrics, improved seating, new china and
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Great Food Springs Eternal

WINE TASTINGS AT THE TAM O'SHANTER: Discover some of the best wines in the world at our monthly Saturday afternoon tastings:

- **April 2: Pinot Noir**
- **May 14: Wines of Spain**

Wine manager Brien McNally will guide the tastings, and you'll feast on hors d'oeuvres created to complement each glass. Join us for dinner afterward, and we'll deduct 10 percent from your bill. Each tasting is from 3-4 p.m.; \$40 plus tax and gratuity. Reservations are available now.

THE ABC'S OF BEER AT THE TAM O'SHANTER, APRIL 16: We'll be pouring award-winning American, Belgian and Craft brews for your tasting pleasure and delighting your palette with scrumptious hors d'oeuvres. 3-4 p.m.; \$40, plus tax and gratuity. Reservations are available now.

TREAT YOURSELF TO DINNER AND A SHOW AT LAWRY'S THE PRIME RIB, CHICAGO: Two outstanding dinner-theater packages are coming up in our Chicago restaurant:

- **"Working,"** the great new musical based on Studs Terkel's famous book is a must-see for anyone who's ever worked a day in their lives. Join us on Saturday, April 16, and recover from tax day! Enjoy a 5:30 p.m. multi-course themed dinner at Lawry's, followed by the 8 p.m. performance at the Broadway Playhouse in Water Tower Place. \$135, including tax and gratuity.
- **"Peter Pan,"** J.M. Barrie's classic story comes to life in a spectacular stage show presented in a 360°, state-of-the-art theater tent. Join us on Sunday, June 12, for a 1 p.m. matinee performance at the Chicago Tribune Freedom Center, followed by a themed dinner at Lawry's. \$135 per adult; \$99 per child 12 and under, including tax and gratuity.

To order your package, please ask for the sales department when you telephone our Chicago restaurant.

EASTER BRUNCH AND DINNER, APRIL 24: Brunch will be served at Lawry's in Chicago and the Tam O'Shanter, and all of our restaurants will open early to welcome you to dinner. We're looking forward to seeing you! Reservations are available now.

LIQUEURS TASTING AT LAWRY'S THE PRIME RIB, BEVERLY HILLS, APRIL 27: Sample the world's best liqueurs and new speciality cocktails. We'll pamper you with executive chef Walter Eckstein's magnificent hors d'oeuvres, created to complement the drinks we'll be pouring. 6-8 p.m.; \$36, including tax and gratuity. Reservations are required and available now by telephoning Ellen Frémaux at

(310) 360-6281, Ext. 4.

"MOTHER'S DAY MADNESS" AT LAWRY'S THE PRIME RIB, LAS VEGAS, MAY 6: Surprise mom with an early Mother's Day gift—a fun murder mystery and our classic three-course dinner. 7 p.m.; \$99, including tax and gratuity. Reservations are available now by telephoning (702) 497-7936 or online at: www.ATouchOfMystery.com.

MOTHER'S DAY, MAY 8: Treat mom to the great food and world-class pampering only our restaurants provide. Each of our locations will welcome every mom in your party with a gift. The Tam O'Shanter will serve brunch, and all of our restaurants will open early for dinner. At the **Tam O'Shanter**, moms can enter a drawing to win a Burke Williams Spa gift certificate valued at \$100. At **Lawry's in Las Vegas**, a professional photographer will be available to take a complimentary, downloadable portrait of your family. Reservations are available now at Lawry's in Beverly Hills, Chicago and Las Vegas, and begin April 9 at Lawry's in Dallas, the Tam O'Shanter and Five Crowns.

Wine Dinners

LAWRY'S THE PRIME RIB, DALLAS

(972) 503-6688

April 29

Pinot Mutation

Showcasing wines from around the world
made from the Pinot Noir grape.

\$89 plus tax and gratuity

May 27

Wines of Australia

\$69 plus tax and gratuity

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

Architecture Foundation docents as they point out landmark buildings during a 90-minute cruise of the Chicago River, followed by a multi-course dinner in our restaurant. Every Thursday and Friday evening, June 9-September 2; 5:30 p.m.; \$87, including tax and gratuity. Reservations are required and available now; please ask for the sales department when you telephone our Chicago restaurant.

FATHER'S DAY, JUNE 19: The Tam O'Shanter will serve brunch, and all of our restaurants will be open for dinner. **Exclusively at the Tam O'Shanter**, dads can enter a drawing to win a \$100 Home Depot Gift Card. Reservations for Lawry's in Beverly Hills and Chicago and the Tam O'Shanter are available now, and will be accepted by Lawry's in Las Vegas and Dallas and the Five Crowns starting May 20.

If the dad in your life would prefer dinner at home this Father's Day, all of our restaurants offer superb take out. Please telephone the Lawry's location of your choice at least 72 hours in advance for menus and pricing.

Exclusively at Lawry's in Chicago, we're offering a special Father's Day To Go Menu featuring roasted prime ribs of beef and barbecued beef ribs. Please place your Chicago to-go order by June 15; ask for the sales department when you call.

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.

A Special Thank-You To Our Guests

April Dinner for Two Specials - Superb Food at Exceptional Values

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

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

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

Served with freshly brewed coffee or tea

This offer is not available at Five Crowns, which is temporarily closed for remodeling. Reservations are available now by telephoning the restaurant of your choice or online at www.LawrysOnline.com. Please request the April Dinner Special when making your reservation. Prices are per twosome and do not include tax or gratuity. This offer is valid April 1-30, 2011 (excluding Easter, April 24). It 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.

New Evening Hours & A Great New Lunch Deal

Now There's Even More to Enjoy at the Chicago Ale & Sandwich Bar

The very popular Ale & Sandwich Bar at Lawry's The Prime Rib, Chicago, is now open evenings! Join us for a satisfying snack or quick, delicious supper on the way home from work or a night on the town. The great eating starts at 4:30 p.m. Mondays-Saturdays, and at 3:30 p.m. Sundays. Our new night menu features inventive sandwiches, salads and "small plates" in sizes perfect for sharing or combined for a heartier meal. If you are in the mood for grazing, enjoy our olive bar and selection of fine cheeses and charcuterie (smoked and cured meats). Prices range from \$5-\$15, plus tax and gratuity. Craft beers from local breweries are on tap.

For lunchtime at the Ale & Sandwich Bar, try our "Three for Thirteen" deal: Three delicious items of your choice, a trip to the "Sides" Cart and a soda, iced tea or lemonade for just \$13, plus tax and gratuity. We've got a fabulous menu to tempt you when you dine with us between 11:30 a.m.-2 p.m. Mondays-Saturdays.

Did You Know...?

Lawry's in Chicago, opened in 1974, was the second Lawry's The Prime Rib location. The first was in Beverly Hills.

Melissa to the Rescue



All of our co-workers are trained to deal with medical emergencies because sometimes, saving lives is part of the job. Five Crowns dining room server Melissa Sharfe put her training to good use the evening she heard a scream from the restaurant's main dining room.

A female guest shouted, "She can't breathe! Is there a doctor in the house?"

The woman's mother had collapsed. Melissa handed the tray she was carrying to another server, rushed to the victim and promptly performed the Heimlich maneuver on her.

An ambulance had been called immediately, but by the time it arrived, the victim was feeling fine and declined further assistance. In fact, she stayed to finish her dinner. The ambulance technician copied us on his report of the incident, which praised Melissa for her quick response. "I said, 'Take my tray! Take my tray!'," she recalls. "But then, the rest was an instant reaction. (This kind of emergency) does happen...but we are very professional."

In addition to being a Five Crowns server for the last six years, Melissa is a full-time pre-med student, preparing to go on to medical school. We predict great success for her.

Behind the Scenes: Celebrating Our Co-Workers

Every summer, each of our fine-dining restaurants closes to the public on a different afternoon for a very special private party. We call it our Mid Year Review. It is an event for our co-workers, the most important of the year.

As we often say, we're very proud of our co-workers. Our restaurants have high standards, with staffs that combine leading-edge skills and experience with dedication to and enthusiasm for what they do. Their jobs are demanding, both physically and emotionally, yet they execute them with smiling faces and professional aplomb day in and day out. If that wasn't enough, we ask them to take their jobs home with them, to think about how they can do their tasks even better, to notice how their restaurant's patrons are responding to what we offer and to share their ideas and suggestions with management. After all, they are the true experts when it comes to our guests.

The Mid Year Review celebrates those achievements. Nobody wears uniforms and the atmosphere is relaxed and festive. It's a time for a restaurant's staff to reconnect, away from the demands of work, with their location's managers, corporate senior executives and fellow co-workers.

The afternoon starts with a lavish lunch prepared by the restaurant's executive chef. Then it's time to hear from Lawry's CEO-president Richard R. Frank and the restaurant's general manager.

"I talk with them about how



Richard R. Frank addresses co-workers at the 2010 Mid Year Review at Lawry's The Prime Rib, Las Vegas.



Lawry's The Prime Rib, Las Vegas, dining room server Lori Rudolph receives an award from the restaurant's general manager Ed Lepere (left) and Richard R. Frank.

their restaurant, and the company as a whole, is doing, what we're planning for the rest of the year, what our goals are," Richard says. "It's an opportunity to reaffirm Lawry's culture and values with our co-workers and to reaffirm the importance of treating each other and our guests with courtesy and respect.

"For the restaurant's general manager, it's a chance to thank co-workers as a group and to reaffirm our appreciation of all they do."

Lawry's also takes the opportunity, at each Mid Year Review, to recognize and thank co-workers who have achieved milestones. Those who have made it through their first year are singled out and applauded, and Lawry's Service Pins, as well as other awards and gifts, are bestowed, with much laughter and praise, on co-workers who have been with the restaurant for five, ten, fifteen years and beyond.

The next time you visit one of our restaurants and see co-workers wearing their service pins, you'll know that, just like a diploma displayed on a wall, the pin is a symbol of professional achievement and ability to give you exceptional service.



Special events to honor and thank our co-workers have taken place since our company began. In this 1957 photo taken at Lawry's in Beverly Hills, at far left, founder Lawrence L. Frank congratulates a co-worker while at far right, his son, today's Lawry's chairman, Richard N. Frank, reaches for the co-worker's award. In the foreground, center, an almost 2-year-old Richard R. Frank.



Dining room servers Joe Mercado and Michelle Akda wearing their service pins (the small squares below their name tags) at Lawry's The Prime Rib, Beverly Hills.

Five Crowns: The Best of Old and New continued from page 1

dramatically improved lighting. Our English garden, romantic fireplaces, cozy nooks and unique dining spaces will remain unchanged, as well as the artwork and antiques that have given the Five Crowns its character for 45 years.

THE TASTE: Our new executive chef (and fourth generation founding-family member), Ryan O' Melveny Wilson, will continue to feature Lawry's classic prime rib, roasted to perfection in our time-honored way, as the centerpiece of the menu. He is also creating new dishes focusing on the highest quality meats and fresh produce from local sources: beef from California's Central Coast, lamb from Sonoma, seafood from Santa Barbara, and vine-ripened vegetables and fruits from the local farmers' markets. We will be offering a wide variety of dishes in tune with the seasons—and all at a better value.

We'll be bringing you an even wider selection of premium craft and draft beers and updating our wine list to make it more affordable, eclectic and approachable. As always, we will continue to seek out exceptional and one-of-a-kind wines to complement our menu.

THE PAMPERING: The Five Crowns staff is excited about the improvements coming to their restaurant, and will continue to do all

they can to make your every visit with us a special occasion. They are learning about the new dishes, beers and wines they'll be serving and will be ready to make recommendations and answer any questions you may have, striving to maintain the tradition of expert and welcoming hospitality that has long been a Five Crowns hallmark.

As part of our new service style, we will discontinue the use of dining carts so you will be able enjoy our delicious new dishes at the peak of their flavors, brought fresh and hot from the kitchen directly to your table.

While the restaurant is closed, we invite you to visit our award-winning gastropub, SideDoor. Enter under the big red key on Poppy Street around the corner from the Five Crowns main entrance on Pacific Coast Highway. SideDoor serves dinner and Sunday brunch.

We're looking forward to delighting you with the best of the old and new when Five Crowns reopens.

For the exact reopening date, please visit www.TheFiveCrowns.com, or telephone the restaurant, (949) 760-0331, for a recorded message close to mid-April. FAQs with further details about plans for the restaurant are also on the website.

Fueling the Athletes at Lawry's Beef Bowl in Dallas



In the week prior to the AT&T Cotton Bowl Classic, Lawry's The Prime Rib, Dallas, hosts Lawry's Beef Bowl (a similar event is hosted by Lawry's in Beverly Hills for the Rose Bowl Game), treating the competing college football teams, their coaches and Cotton Bowl officials to two evenings (one for each team) of prime rib and fun in the restaurant. Lawry's Beef Bowl in Dallas for the 2011 Cotton Bowl game welcomed the Louisiana State University Tigers and the Texas A&M Aggies. Pictured at far left, Cotton Bowl Athletic Association Chairman Tommy Bain, and at far right, head coach Les Miles of the winning LSU Tigers, present an autographed game ball to Lawry's in Dallas general manager Lars Staberg and Lawry's CEO-president Richard R. Frank.

What's New at the Tam

Guests are giving us rave reviews on the great new paninis on the Tam O'Shanter's Ale & Sandwich Bar lunch menu. Every day, we create two-three freshly made, grilled-to-order panini sandwiches, including a vegetarian selection. As reported in previous issues, lunch at the Tam is now served exclusively in the Ale & Sandwich Bar, where you can enjoy hand-carved sandwiches and entrée platters, including our signature prime rib and other favorites formerly served in the dining room. Lunch begins daily at 11 a.m.

The Tam raises a glass to lovers of the brew with our new, 12-line, state-of-the-art, draft beer system. We always have Guinness on tap and have dedicated the other 11 lines to our new, extensive selection of premium craft beers from local breweries. We rotate them often to tempt you with new varieties.

The perfect accompaniment to our great craft beers (as well as our many other bar drinks) is our Daily Chalkboard Bar Menu. Executive chef Teri McLeod is creating wonderful snacks for you to enjoy at the bar and in our lounge. Past goodies have included Scottish Tatties—potato skins topped with rarebit, bacon and chives; Potato and Lamb Croquettes; and Chorizo Arancini—Sicilian-style rice balls stuffed with chorizo. The bar menu is available every day starting at 4 p.m.

Congratulations to a Special Co-Worker

Lawry's senior vice president and founding-family member Ralph Frank, Jr., celebrated his 90th birthday at Lawry's The Prime Rib, Beverly Hills, on November 17. His 64 guests included 16 members of the Frank family, friends and co-workers. A long-time member of the board of directors of Lawry's Restaurants, Inc., and former national sales manager for Lawry's Foods, Inc., Ralph has made many invaluable contributions to our company.



Did You Know...?

Lawry's Vintage Dressing was created in 1938 exclusively for Lawry's The Prime Rib's Original Spinning Bowl Salad. It can be purchased in our restaurants or on the Web at www.LawrysOnline.com.

Planning a Wedding?

Lawry's The Prime Rib in Beverly Hills and Las Vegas are proud winners of the 2011 Bride's Choice Award. All of our restaurants offer superior amenities for weddings, receptions, rehearsal dinners and bridal showers, at better prices than hotels. (Because the Five Crowns is temporarily closed for remodeling, wedding reservations at that restaurant will not be available until mid-summer.)

Here, from WeddingWire.com, are a few reviews from happy brides who chose Lawry's (you'll find many more on the website):

About Lawry's in Beverly Hills: "WONDERFUL, great to work with pre-wedding, during-wedding, and even afterward! Their coordinators make sure everything is running smoothly even beyond the food/beverages. Guests gave great feedback, very professional service. Food was great! They went above and beyond and made our wedding a success! Highly recommend this team."

About Lawry's in Las Vegas: "All of the staff was most accommodating and the planning was quick and easy. We were delighted with every aspect of our time there! The service was superb and the food amazing. We are so thrilled to have selected your restaurant...all of our guests raved about the atmosphere as well as the service and meal. Thanks so much for making our special day even more grand."

Lawry's Carvery Now Offers Catering

Experience the wonderful food of Lawry's Carvery in any setting—from business meetings and corporate events to parties, sporting events and picnics. Our quick-casual restaurant with locations in Los Angeles and Costa Mesa, CA, offers signature hand-carved sandwiches, entrée salads, platter meals, unique side dishes, scrumptious desserts...even whole prime rib roasts and whole turkey breasts. We'll be happy to prepare your order for pick-up or delivery. Please telephone the manager at the location nearest you for details on how we can make your next event a success. To see our catering menu, please visit www.LawrysCarvery.com.

Looking at Lawry's

Eric D. Schourek, LTC, Infantry Task Force Stability Chief, dined with his family at Lawry's The Prime Rib, Chicago, and took one of our U.S. flags with him to Iraq. In Lawry's honor, the flag was flown over Baqubah, Iraq, on August 31, 2010, for Operation Iraqi Freedom and on September 1, 2010, for Operation New Dawn.



Brrr! On February 2, with 20.2 inches of snow on the ground and more falling fast, the dedicated crew at Lawry's The Prime Rib, Chicago, made it to work and kept the restaurant open to serve the brave, hearty (and hungry!) guests who battled through the third worst blizzard in Chicago recorded history to get to our warmth and cheer. Lead host Dean Sucik ventured into the snow to set up our Ale & Sandwich Bar sign.



For more than 25 years, Lawry's The Prime Rib, Beverly Hills, has been a source of happy memories for the Villanueva family of Redondo Beach, CA. Art Villanueva celebrated his 21st birthday with us, and proposed to wife, Tina, here. The couple made it a tradition to dine with us each Christmas, and as their children came along, they, too, became great fans of the restaurant. Pictured enjoying Christmas dinner are Alec, 9, and Christina, 6. At Alec's request, the family will be joining us again soon for his 10th birthday. We plan to give them some serious pampering.



Lawry's Carvery at L.A. LIVE was proud to welcome basketball legend and NBA commentator Charles Barkley, who joined us for lunch in February.

Writing and Design: Cirigliano & Wood



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