



# LICENSING OPPORTUNITIES

## OPPORTUNITY DESCRIPTION

Lawry's The Prime Rib is an internationally renowned fine dining restaurant specializing in prime rib served tableside from gleaming silver carts, delivered with warm hospitality and a distinctive flourish. Our family owned business has been creating a legendary dining experience for over 80 years.

## DEVELOPMENT ASSISTANCE

We offer unique floor plans, complete training manuals, marketing assistance and promotional material. In-depth assistance during the design/construction process.



## LICENSE FACTS

LICENSING SINCE: 1996

TOTAL UNITS: 10 IN 6 COUNTRIES

MINIMUM CAPITAL INVESTMENT:  
APPROPRIATE FUNDING

ROYALTY FEE: 4% OF GROSS RESTAURANT SALES

MARKETING FEE: .25%



## AWARDS

*TripAdvisor* Travelers' Choice Award 2019  
"Top 10 Fine Dining Restaurants"

*OpenTable* Diners Choice Award

*OpenTable* Most Booked Restaurant  
Los Angeles/Orange County California

*Zagat*, Top Rated List  
"The prime rib is perfection." "It's a true classic."

*TripAdvisor* Certificate of Excellence, 7 years running

*Wine Spectator* Award of Excellence

## QUALIFICATION REQUIREMENTS

We are looking for candidates with a passion for our brand history who have successful experience in the restaurant or hospitality sectors. Candidates should have adequate capital or access to capital in order to invest in the initial unit(s).

## MARKET GROWTH

We are seeking area & regional licenses in Asia, Europe, Latin America and the Middle East. For additional information, visit: [LawrysLicensing.com](http://LawrysLicensing.com)

