

Frank Talk



Even though most restaurants fail within a year or two, there seem to be more than ever. Without a doubt, it's a tough, competitive business. In Los Angeles, there are only a handful that have managed to last for generations. A few members of this elite club, almost all of them in downtown L.A., come to mind.

Cole's started as Cole's Pacific Electric Buffet and was in business from 1908 until 2007 when it changed hands. Following a remodel, it reopened in late 2008. Many believe coleslaw was "invented" at Cole's, but that's not really the case. However, like it says on their sign, they do call themselves the "Originators of the French Dip Sandwich." This has long been disputed by another well-known eatery, Phillippe the Original. Their "French Dipped Sandwich" creation story varies a bit from Cole's, but I prefer to stay out that controversy. Phillippe also opened its doors in 1908 and was taken on by new owners in 1927. It moved to its current location to make way for the Hollywood Freeway in 1951.

In 1923, the restaurant that was to become the first El Cholo opened. Four years later, the founder's daughter and her husband started their own version of the Mexican restaurant in a different location where it still stands today. Like ours, it remains a business that has been shepherded by succeeding generations. I have a special memory of my mother making the trip to the Western Ave. location to bring

home some of the fresh green corn tamales El Cholo served from May to October.

Pacific Dining Car, the small downtown restaurant housed in a replica of an early railroad dining car opened in 1921. When speculators swallowed up the land it sat on in 1923, the dining car was wheeled down the city's streets in the middle of the night to where it stands now. In the days before air conditioning, the couple that owned it put up a "gone fishing" sign and shuttered the place for three months during the summer. Pacific Dining Car is still in the hands of its founding family.

Since 1919 Musso and Franks has kept its old school atmosphere as a mainstay on Hollywood Blvd. even after the original owners sold it to two Italian immigrants fairly early on. Recently, third and fourth generation family members oversaw a restoration project that refreshed its interior without sacrificing any of its historic look. Today, it's rightly considered a venerable landmark in a rapidly changing area.

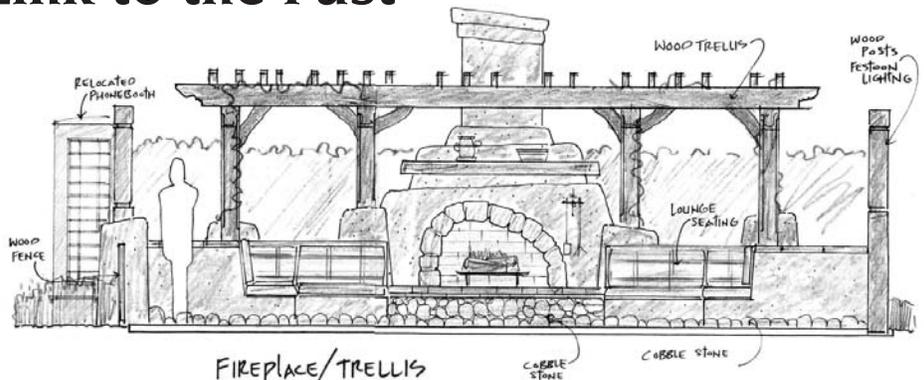
Both our seventy-eight year old Lawry's The Prime Rib, Beverly Hills and our nearly century old Tam O'Shanter definitely deserve to be ranked among the kind of iconic L.A. restaurants I mention here. I'm certain we share the same qualities that have allowed these businesses such longevity. At Lawry's, four generations of the founders' families and dedicated co-workers have worked hard to offer the best. We've adapted to changing tastes without losing sight of our original concepts. Our guests know they will consistently find great food, terrific service and one-of-a-kind atmosphere with us. Our goal is to make sure that every time you dine with us you feel special and appreciated. We believe this is the key to lasting success.

We wish all the other "elder statesmen" of the L. A. dining scene the best. We're proud to be among such great company.

Future Tam Patio: A Link to the Past

Two years ago, our oldest restaurant's history inspired us when we created a new logo and bold neon sign as well as a new menu and server uniforms for the Tam O'Shanter. Since then, like the surrounding Atwater Village area, the Tam has been bustling with vibrancy.

We're excited about the next big step in this ongoing revitalization. Later this year, we'll be adding a fantastic new patio – like none you've ever seen. With seating for forty-two and serving both the bar and dinner menus, it will occupy a section of the current parking lot adjacent to Los Feliz Blvd.



Great Food Springs Eternal

NATIONAL PRIME RIB DAY, APRIL 27: Get a free cut upgrade when you mention National Prime Rib Day!

MOTHER'S DAY, MAY 8: Show mom how much you appreciate her with an exceptional meal and special pampering at one of our fine-dining restaurants. All our locations will open early for dinner. Reservations are available now. Check online to see if your location is offering Mother's Day To-Go.

Tam O'Shanter will serve a special brunch from 10am-2:30pm, and dinner starting at 4pm. Moms can enter to win a \$100 Burke Williams Spa gift card.

Lawry's Carvery Locations Enjoy double points on your food purchases!

DINNERS AT SIDEDOOR, CHICAGO: Enjoy Chef's perfectly paired four-course meal at this event.

- **April 27: "Against the Grain" Brewery Beer Dinner**

For information and reservations, contact Jeff Van Der Tuuk (312) 787-6768 or email JVandertuuk@LawrysOnline.com.

SPECIAL EVENTS AT FIVE CROWNS & SIDEDOOR, CORONA DEL MAR: Join us for good cheer and great food. For information or reservations, call (949) 717-4322.

- **May 7: Bourbon Derby Party** In our Patio, Greenhouse and Garden. 1-4pm

- **June 1: Harbor View Elementary Public School Benefit** 10% of food and beverage sales go to the school

BEER GARDEN EVENT AT FIVE CROWNS, MAY 22: Featuring taps from Green Flash Brewery of San Diego with food pairings and live music by Stereo System Collective of Newport Beach. More details to come. Seating is limited. For reservations and information, call (949) 760-0331.

MEMORIAL DAY, MAY 30: Lawry's The Prime Rib, Las Vegas and Dallas will be closed for lunch and will reopen for dinner service.

FATHER'S DAY, JUNE 19: Celebrate your dad this year by treating him to the excellent cuisine and legendary hospitality he can only experience at our restaurants or celebrate Father's Day at home. Check online to see if your location is offering Father's Day To-Go. Call the restaurant 72 hours in advance for menus and pricing.

Tam O'Shanter will serve brunch 10:30am-2:30pm and dinner at 4pm. Dads can enter to win a \$100 Home Depot gift card.

Lawry's Carvery L.A. LIVE and Costa Mesa Enjoy double points on your food purchases.

SUNSET RIVER CRUISE & DINNER PACKAGES AT LAWRY'S THE PRIME RIB, CHICAGO: Join Chicago Architecture Foundation docents and see landmark buildings on a 90-minute Chicago River cruise, followed by a multi-course dinner in our restaurant. Monday-Friday starting at 5:30pm, May 31-October 7. Holidays excluded. \$110 per person, inclusive. Reservations are required. Call Shannon Tauschman (312) 787-5000.

EVENTS AT LAWRY'S THE PRIME RIB, BEVERLY HILLS: Celebrate graduation with Lawry's. Dine at the restaurant or let us cater your party anywhere in Southern California. Call Miranda Roy (310) 360-6281, ext. 5.

- **April 17: Vintage Bouquet** Join us at Greystone Mansion for the Beverly Hills Bar Association charity event. For information, visit www.bhbaweb.com/vb/

- **May 4: Mystery Dinner Theater "A Brush with Death"** Show starts at 7pm, \$96 per guest, inclusive. For reservations, call Ellen Frémaux (310) 360-6281, ext. 4.

- **June 1: Tequila Tasting** Sample domestic and imported tequilas from top distilleries, complemented by Chef Dana's delicious hors d'oeuvres. 6-8pm, \$48 per person, inclusive. For reservations, call Ellen Frémaux (310) 360-6281, ext. 4.

DINNER EVENTS AT LAWRY'S THE PRIME RIB, DALLAS: Enjoy Chef's spectacular multi-course meals designed to complement fine wines from around the world at our monthly dinner events.

- **April 29: Cab Cali Dinner** Serving Cabernets from throughout California, \$89

- **May 29: Wine Dinner** \$89

- **June 24: Piggy Dinner** Pig Roast, \$89

Dinners begin at 7pm. Prices are per guest and do not include tax and gratuity. Reservations are required and are available one month in advance of each event. Contact Steve Giancotti (972) 503-6688 or email SGiancotti@LawrysOnline.com. Please reference the event in the subject line.

DINNER EVENTS AT TAM O'SHANTER: Don't miss these delicious, multi-course dinner-and-drinks events:

- **April 13: Spring Wine Dinner** Tam wine expert Brien McNally presents a selection of unique Spring and Summer wines. \$65 per guest.

- **May 18: World Reds Wine Dinner** Host Brien shares a very special selection of red wines from around the world. \$65 per guest.

- **June 18: Melville Wine Dinner** Hosted by Melville Winery, Santa Rita Hills. \$75 per guest.

Dinners begin at 6:30pm, prices do not include tax and gratuity. Visit our website or follow us on Facebook for more details. Reservations are available one month in advance of each event and can be made by contacting Brien McNally (323) 664-0228 or email BMcNally@LawrysOnline.com.

Join the Party Online!

We'd love to share more with you. Here are several ways we can connect:

Email

Visit LawrysOnline.com, and click "Join our e-list" to receive timely info on specials and events

Facebook, Twitter or Instagram

Join the conversation, get to know us better and share your experiences

LawrysOnline.com

Find general information, menus, recipes, event details and more

We look forward to serving you online!



Reservations

Please call 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 website, LawrysOnline.com.

Going Places with Lawry's Carvery

Ever thought of taking a vacation just to sample another city's specialty dishes? Well now, a sandwich from the new Carvery Favorites section of Lawry's Carvery L.A. LIVE and Costa Mesa menus might be just the way to fulfill such a wish – no plane ticket necessary!

The K-Town Brisket sandwich features the Korean Bulgogi-style marinated and grilled beef that has become so popular in Los Angeles in recent years. How about a gastronomic visit to the City of Brotherly love with a Philly Beef Brisket including cheese, peppers and onions on a French roll? You won't need to leave Southern California to share Kansas City barbeque aficionados' enthusiasm when you try our KC BBQ Pulled Pork, served on a sourdough roll and topped with creamy coleslaw.

The Santa Fe Chicken Sandwich brings the unique taste of the American southwest to the table by way of Pepper Jack cheese, roasted red peppers, green chilies and chipotle mayonnaise on a French roll. Italy is faithfully represented both by our Meatball Melt – house-made beef and pork meatballs in marinara sauce, covered with melted Parmesan, Provolone and Muenster cheeses on sourdough – and by the Ham and Cheese Trio Panini, thinly sliced ham under three delicious cheeses as a sandwich grilled a la Italiana. Multi buono! You can even savor a bit of Asia with our Thai Chicken Salad.

These new Carvery Favorites will let you leave the suitcase at home and still enjoy the flavors of far away places with an easy trip to Lawry's Carvery.

Who Was Diamond Jim Brady, Anyway?



At Lawry's the Prime Rib, we've offered the extra thick Diamond Jim Brady Cut to guests for nearly eighty years. But just who was this man and how did he come by such a distinction?

Born in 1856 to Irish immigrants in New York City, James B. Brady was a self-made millionaire, railroad tycoon and philanthropist. His love of flashy jewelry, which he affectionately called "my

pets" and wore on everything – even down to his underwear – earned him his nickname. Prominent man-about-town, Broadway theatergoer, tireless dancer and owner of the city's first automobile, Diamond Jim was a true celebrity in his day.

His superhuman appetite established him as the "greatest eater" of the late 19th century America's Gilded Age. It was said that in one sitting he could put away enough food to feed ten people. A midday snack alone might include three dozen oysters, six lobsters, turtle soup, a steak and two pounds of bonbons for dessert.

His reputation, built on press coverage during his life, grew into the next century. In the depths of the Depression, people's fascination with this outsized character was heightened by the publication of a biography in 1934 and the release of Preston Sturges' 1935 movie "Diamond Jim." By the time the first Prime Rib opened in 1938, Diamond Jim Brady, who had passed away twenty-one years before, was legendary. Any restaurant guest would have immediately recognized his name as a symbol of the biggest and the best.

Three generations later, we continue to carry on an entertaining tradition associated with an American icon from another time. We're sure that if Diamond Jim Brady were around today, he'd be a Lawry's regular (and most likely a Platinum VIP Rewards member). Of course, we suspect he'd routinely indulge in our double cut, bone-in Beef Bowl Cut of prime rib – or maybe two or three.

The Perfect Gift for Mom & Dad



Lawry's Gift Cards and E-gift Cards make thoughtful and unique presents for Mother's and Father's Days. They're available in any amount \$25 and over, accepted by all of our restaurants, never expire, and standard shipping is free. Our new E-Gift Cards allow you to email a gift card easily and securely even at the last minute. If you are a Lawry's VIP Rewards member, you'll earn one point for every dollar you spend on gift cards. Purchase them in our restaurants, on our website at LawrysOnline.com or order them by calling (866) LAWRY51 (866-529-7971).

Your Graduate Has Earned the Best

With graduation comes pride and a sense of accomplishment. It marks a major milestone to celebrate and remember. This spring, honor the grad in your life with a special event at one of Lawry's fine dining restaurants.

Book a private room for 25 to 200 guests or simply come in for an intimate party in one of our beautiful main dining rooms. Sharing Lawry's tradition of exceptional food and service in a unique setting is an unforgettable way to recognize a job well done and mark the first step toward a future filled with possibilities.

Future Tam Patio: A Link to the Past *continued from Page 1*

The addition will capture the spirit of the Tam O'Shanter, bringing back the energy and atmosphere of a long-gone patio that was popular nearly seventy-five years ago. With it, we'll open a new chapter in the Tam's ninety-four year story.

Founder Lawrence Frank set the precedent for al fresco dining at the Tam in the 1930s. Along the side of the building, he installed six tables under slatted wood umbrellas each topped with an electric light in a glass globe. Throughout the '40s, these spots were popular with our guests, especially Lawrence's friend, Walt Disney. At one point, Lawrence had an enclosure built around Walt's favorite outdoor table so the cartoonist and his mates could work together over lunch even in chilly weather.



The original dining room

The new patio will feature a massive stucco and creek rock fireplace modeled after the one in the Tam's original Hansel and Gretel-style dining room. Guests will enjoy cozy lounge seating on either side of the hearth and a whimsical rose covered wood trellis above. Landscaping will include flowers and shrubs reminiscent of the Scottish countryside. Mature trees will provide daytime shade. Colorful lamps hanging from their limbs and festoon lights crisscrossing the dining area will sparkle at night. The patio will be a truly unique, eye-catching addition, a place for fun and relaxation bound to generate a lot of buzz among our guests and in the wider community.



The Tam in the 1940s



Customers enjoying the old patio

We do want to let you know that you may experience minor inconvenience during construction. City building codes require some remodeling to the restaurant to compensate for the increased seating capacity. Parking may be temporarily affected, but we'll work hard to keep disruptions to a minimum. Thanks in advance for your patience during the coming construction period. We're confident that the new patio will make our landmark restaurant better than ever, honoring our past as we build for the future.

Table Talk

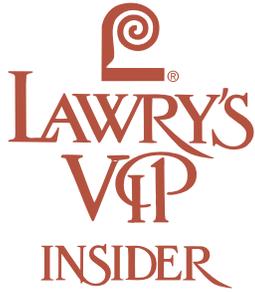
We have fun welcoming the many celebrities who dine with us. Here's who has been in lately:

Lawry's the Prime Rib, Beverly Hills served **"Dear Abby,"** the **Hilton family, Dolly Parton, Larry Flynt, Tracy Morgan** and **Dan Suchy** (1957 captain of Iowa State Rose Bowl champs).

Lawry's the Prime Rib, Las Vegas welcomed **Mike Huckabee** and **Kurt Busch**.

A segment of NBC's hit show, *Chicago PD* featuring **Sophia Bush** and **Jesse Lee Soffer** was filmed at Lawry's the Prime Rib, Chicago and **William F Macy** (*Shameless*) recently dined with us.

The Tam O'Shanter served **Jonathan Taylor Thomas, Gary Oldman, Thomas Gibson** (*Dharma & Greg*), **Bobby Lee** (*MADtv*) and **Elijah Wood**.



Enjoy April Double Points

Join us in April and earn double points* when you dine in any of our restaurants:

Lawry's The Prime Rib, Tam O'Shanter, Five Crowns, Lawry's Carvery and SideDoor

* Maximum bonus points awarded per VIP transaction are double points on the net transaction food and beverage total up to 500 points. Cannot be combined with birthday double points offers. Double points are not valid on gift card purchases.

Lawry's VIP Rewards Just Got Even Better

In February, we introduced a new VIP benefit: \$25 Rewards are now redeemable in any increment, down to the penny, over as many visits to our restaurants as you'd like. This means you can use any portion of your reward when dining, and keep the unused amount for a future visit, as long as you redeem before the expiration date. You no longer have to use the entire \$25 Reward in a single transaction!

And there's even more good news. As an extra bonus, we've extended the redemption periods for all valid \$25 Rewards loaded on your account before February 24, 2016 by resetting them to start on that date. Whether you had months, days or mere hours remaining on your Rewards, you now have another 8 months to redeem them — 15 months for Prime & Platinum VIPs.

Thank you for your loyalty and for continuing to give us feedback, helping us make the program even better for you, our VIPs.

For questions about your account, please call Member Services (877) 529-7984 or email LawrysOnline@custcon.com.

Triple Bonus Points May 30th - June 2

In honor of Memorial Day, VIPs who say "Red, White and Blue" to their servers when dining at any of our restaurants from May 30 to June 2 will receive triple bonus points for all food and beverage purchases.*

*Offer is good for in-restaurant dining only, and not for purchase of gift cards or other online retail items. Maximum bonus points awarded per VIP transaction are triple points on the net transaction total for food and beverage, up to 500 points. Cannot be combined with birthday double points offers.

Did You Know...?

Lawry's VIP Rewards has a FREE app for your mobile device so you can track your account activity on the go! Visit iTunes, Google Play or LawrysOnline.com for more info.



Give and Receive in April

VIPs Can Earn Up To \$125 in Bonus Rewards with Donation to AbilityFirst.

Here's how it works:

- Dine with us April 1-30, 2016.
- Donate \$10 to AbilityFirst while dining at Lawry's The Prime Rib, The Tam O'Shanter or Five Crowns and receive a \$25 Bonus Reward on your account to use the next time you dine with us. *Lawry's will match your donation to AbilityFirst and give you up to \$125 in Rewards for a maximum of five \$10 donations.**
- Not a VIP member? During April, add a \$10 AbilityFirst donation to your \$25 membership fee when you sign up while dining at any of our restaurants. Lawry's will match your \$10 donation and you'll receive \$50 in Bonus Rewards – a \$25 Welcome Reward for joining and an additional \$25 Reward in thanks for your donation.

AbilityFirst helps children and adults with developmental disabilities realize their potential throughout their lives. Lawrence L. Frank, Lawry's co-founder, helped established the organization in 1926, and Lawry's continues to support their wonderful efforts. For more information, please visit AbilityFirst.org.

*\$25 VIP Bonus Reward is valid for 10 weeks from issue date. Maximum of \$125 in Bonus Rewards can be earned per member. Must dine in restaurants to qualify for bonus rewards. Lawry's Carvery is not included in promotion.

Important VIP Reminders

- Update your email and profile in order to receive the full benefits of membership.
- If you do not bring your VIP card to the restaurant, please have the phone number associated with your account handy so we can access your info quickly.
- Watch your email for award notices and expiration reminders approximately 45 and 14 days prior to award expiration.



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Looking at Lawry's A Poet Lawry-ate!

A little early spring cleaning at Lawry's The Prime Rib, Chicago unearthed a treasure from a dusty box in the McCormick Mansion attic: a poetic homage to Lawry's, written on a napkin seventeen years ago by then eight-year-old Brittany Karno. Restaurant Manager Shannon Tauschman tracked down the prime rib fan who remembers being "extremely hungry" that evening and penning the rhyme to occupy her time while she and her family waited for a table. Thanks for the compliment, Brittany – and especially for the flattering comparison to your Barbie doll's cooking!

Come to Lawry's
Come To Lawry's, eat some Prime ribs.
If You eat a lot, You might need A
bib. come To lawry's,
eat some potato's, Mashed or baked.
For desert, have A cake!
COME To lawry's, come To lawry's.
If You don't have reservations
You'll have a lot of conversation's
If You don't have reservation's,
You gonna have A lot of temptation's
about their Yummy meat that You
have to eat. Have some salad with
their Famos dressing and there's no
minute of stressing.

COME TO Lawry's,
come To lawry's, their food
is even better than Barbie's!!!
Lawry's is
GREAT!
BY Brittany Karno age 8



Brittany in 1999



Brittany Today