



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

Frank Talk



We've known our family had roots in the meat business, but I didn't realize how deep they were until my sister Susie dug into the company archives during our recent remodel of Five Crowns. She found an 1883 flyer for "L. Frank and Son" advertising — much to our surprise — "Crown Brand" sausages produced and sold by our great-great grandfather Louis Frank. According to the History of Milwaukee, the L. Frank and Son "meat store" was established in 1860 and by 1881 "employed forty hands, produced 500,000 pounds of Bologna sausage each season, sold throughout the United States and exported in considerable quantity to Hamburg, Berlin, Vienna and other continental cities of Europe."

It was really something to learn that our family is part of a heritage that began 156 ago and almost 2000 miles away! Generation after generation has contributed to that legacy in different ways.

One of Louis's sons, my great-grandfather Nathan Frank, was adventuresome and moved from

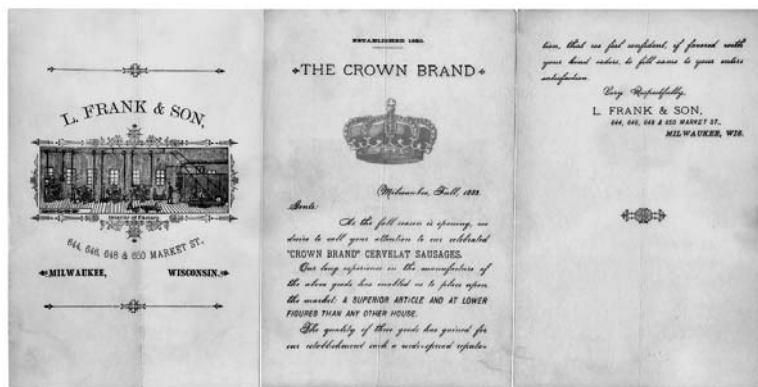
Milwaukee to Deadwood, South Dakota, the frontier town where Wild Bill Hickok and Annie Oakley became famous. There, he opened a general store and sold beef and sausages shipped in from points east. He returned to his hometown twice, with a two-year stay in between in Sierra Madre, California for the sake of my great-grandmother Bertha's health. Finally settled in Milwaukee, Nathan ran his father's business until his death in 1913. At that point, his son and my great uncle, Walter Frank, took over the company.

Interestingly, in the first decade of the 20th century, another of Nathan's sons, Edwin, made a success of the Frank Pure Food Company specializing in canning sauerkraut in Franksville, Wisconsin near Racine, "the sauerkraut capital of the world." This leads me to believe that when, in 1915, my grandfather Lawrence, his brother Ralph and brother-in-law Theodore Van de Kamp started a potato chip store in L.A. that would eventually lead to Van de Kamps Bakery and Lawry's Foods, there was more than just the meat business in our family DNA. But that's a story for another time.

Of course, great beef was always at the core of what would become Lawry's Restaurants. Lawrence's initial idea for Lawry's The Prime Rib came from his dream of recreating the Sunday family dinner he loved so much while growing up and selling it to America. In a smart entrepreneurial move, another family business called The Frank Fellows and Woolfson supplied hand selected and aged prime rib to all our restaurants for thirty-five years.

Today, complementing some beautiful changes we've made to Five Crowns, Ryan Wilson, our Corporate Executive Chef, my nephew and Louis Frank's great-great-great grandson, has come up with a new menu that would make all our family's meat-loving generations proud. It features Prime Rib, of course, but also offers six steaks, an incredible veal chop and much more. What a terrific example of historical continuity. When we say Lawry's knows beef, you can believe it.

And that 1883 flyer I first mentioned? You'll find it framed on the wall to your right as you enter the Five Crowns main dining room.



Five Crowns' Evolution of Excellence

Since opening in 1965, Five Crowns has remained a premier Southern California fine dining landmark by both reflecting and shaping our guests' tastes without ever losing sight of what makes us unique. Last year, we initiated some exciting changes to mark our fiftieth anniversary. This summer we completed the multi-phase project and the results are stunning.

If you've read the front-page story in Newport Beach's Daily Pilot or caught the buzz on the Internet and social media, you've already heard about it. Those who've seen what we've done love it. One longtime guest was heard to remark, "It's more 'Five Crowns' than ever." Another diner who had only come to the restaurant as a child said,



Continued Page 3

Join Us for These Taste-full Events

EVENTS AT LAWRY'S THE PRIME RIB, BEVERLY HILLS:

- **August 3: Mystery Dinner Theater** Help figure out whodunit! "Lethal Libations" dinner starts at 7pm. \$96 per guest, inclusive.
- **August 10: Summer Wine Soirée** Our "backyard barbeque" style summer wine tasting with Chef Dana Dare's delicious hors d'oeuvres. \$48 per guest, plus tax and gratuity.

Call Ellen Frémaux at (310) 360-6281, ext. 4 to make reservations.

DINNER EVENTS AT THE TAM O'SHANTER:

- **August 10: Summer in France Wine Dinner** Hosted by Brien McNally, \$65 per guest.
- **September 14: Cool Whites Wine Dinner** Refreshing white and rosé wines, hosted by Brien McNally, \$65 per guest.
- **September 28: Glenfiddich Scotch Dinner** Hosted by Glenfiddich's Casey Leventhal, \$75 per guest.
- **October 12: Sean Minor Wine Dinner** Hosted by Sean Minor Winery, Napa Valley, \$75 per guest.

Events include amazing meals designed by Chef Juan to complement the tastings. Dinners begin at 6:30pm. Prices do not include tax and gratuity. Reservations are available one month in advance. Call (323) 664-0228.

DINNER & THEATRE EVENT AT LAWRY'S THE PRIME RIB, CHICAGO, AUGUST 14: Enjoy a four course dinner at Lawry's at 6:00pm, followed by Goodman Theatre's musical "War Paint" at 7:30pm. \$165 per guest, plus tax and gratuity. Reservations are required. Call Shannon Tauschman (312) 787-5000.

CELEBRATING GRANDPARENTS AT ALL OUR RESTAURANTS, SEPTEMBER 11-14: National Grandparents Day is September 11 and we've got a surprise! Dine at any Lawry's The Prime Rib, Lawry's Carvery, Five Crowns or Tam O'Shanter, September 11-14, and grandparents who say "I'm a proud grandparent!" will receive a complimentary cut upgrade.

DINNER EVENTS AT LAWRY'S THE PRIME RIB, DALLAS:

- **August 26: "Smoke" Dinner** Featuring food and drinks kissed with a touch of smoke! \$89 per guest.
- **September 30: Craft Beer Dinner** A multi-course meal designed to complement each craft beer. \$79 per guest.

Dinners begin at 7:00pm. Prices do not include tax and gratuity. Reservations are required and are available one month in advance. Email Steve Giancotti at SGiancotti@LawrysOnline.com with the event in the subject line, or call (972) 503-6688.

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

Reservations

Please call to make reservations for special dinner events.

Lawry's The Prime Rib	Five Crowns
Beverly Hills (310) 652-2827	(949) 760-0331
Chicago (312) 787-5000	
Dallas (972) 503-6688	Tam O'Shanter
Las Vegas (702) 893-2223	(323) 664-0228



August \$99 Dinner for Two

Original Spinning Bowl Salad

8 oz. Cut of Roasted Prime Ribs of Beef
or substitute a **6 oz. Filet Mignon** for \$4 more per person at Dallas and Las Vegas locations only

The entrées above include mashed potatoes, Yorkshire pudding, creamed corn or creamed spinach

or **Fresh Salmon** with seasonal vegetables

Dessert varies by location

with **Lavazza Coffee** or **premium tea**

Offer good only at Lawry's The Prime Rib restaurants, August 1-31, 2016. Price is per twosome and does not include tax or gratuity. Offer is not valid for private parties and cannot be combined with other discounts. VIP Rewards are accepted and members earn points on net food and beverage

August \$20 Gift Card Bonus

It's hard to beat the gift of Lawry's when it comes to a celebration! **Receive a \$20 Bonus Card* from us with every \$100 in Gift Cards and E-Gift Cards purchased in August.**



Purchase Gift Cards at any of our restaurants, on our website at LawrysOnline.com or by calling 866-LAWRYS1 (866-529-7971). *Bonus cards are valid September 1-November 30, 2016, excluding Thanksgiving.



Triple Points for Labor Day Week

Dine with us September 4-8 and say "Happy Labor Day!" to your server to earn triple VIP points on all food and beverages purchased at any Lawry's.*

*Dine-in only. Must mention promo to receive triple points. Maximum of 500 points can be earned. Cannot be combined with other points offers. Triple points not earned on gift card purchase or redemption.

Join the Party Online

Email

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

LawrysOnline.com

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



Get to know us better and share your experiences

Five Crowns' Evolution of Excellence continued from Page 1

"Wow, Five Crowns 2.0!" A soon-to-be bride who had planned on seeing a half dozen other possible reception venues took one look and told her fiancé, "We're done; this is the place. It's beautiful." We share their enthusiasm and know you will too.

Following a long tradition, family members collaborated with designers, architects and landscapers in a real labor of love. Both CEO Richard Frank and his sister, Director of Design Susie Frank, were once again "hands on," teaming up with contractors and co-workers to bring a new vision of Five Crowns to reality.

Even from the outside, you can tell a new chapter has begun in the restaurant's history. The eye-catching pole sign on Pacific Coast Highway features a bold new graphic logo. While the iconic red telephone booth remains, the building's exterior now showcases a multicolor palette including a distinctive red stripe embossed with "Five Crowns" in gold above the windows and doorway. The relocated entrance, complete with a larger front door, opens to an imaginatively redecorated reception area.

Lush landscaping highlights the historic building's English theme. Topiaries and boxwood hedges surround the property. Colorful flowers and verdant shrubs crowd the lower walls. A large, raised vegetable bed and aromatics including lavender, rosemary and sage embellish the front. Citrus trees enhance the back garden for outdoor dining and special events.

Vivid paint colors, eclectic wallpapers and fabrics along with new flooring bring a heightened awareness of the elegance of the Crown, Nelson and Main dining rooms. While we've replaced the white linen tablecloths with handsome hardwood tabletops, our cozy fireside nooks and authentic English art and artifacts continue to be a central part of the Five Crowns experience.

We've brought some of SideDoor's energy to Five Crowns with a striking addition to the restaurant's Greenhouse: a vibrant new showpiece, Cooper's Bar. Named for beloved bartender and co-worker of 42 years, Chris Cooper, this inviting bar features fine craft cocktails and rotating taps. Whether dining or just enjoying a drink, guests gather on plush, plaid barstools around a grand communal table designed by Richard, who painstakingly glued in place the nearly 3,000 English shillings that cover the

top. We promise you haven't seen a table quite like this before. In addition, spectacular custom designed red wood benches now line the wall of the beautiful, candlelit Greenhouse dining space.



Cooper's Bar



Complementing the renovation, Five Crowns brings to the table a fresh, forward-looking menu. Guests can now enjoy a Crown Classic heritage entrée taken from decades of menu archives or a shared main dish paired with seasonal small plates.

We offer a daily selection of fresh fish, hand cut pasta, a variety of steaks and chops along with your favorite cuts of our famous Lawry's Prime Rib.

Ryan Wilson, fourth generation family member and Lawry's Corporate Executive Chef explains, "There's something for every discerning palate. We're ready to move into the next fifty years."

For more than a half century, Five Crowns has welcomed its guests to a world apart, a place of warm hospitality, the finest food and drink, a one-of-a-kind Southern California dining experience. Today's changes represent a true evolution of excellence at Lawry's gem by the sea.

Get a Jump on Your Holiday Plans

Is it just us, or does time seem to be passing more quickly than ever? It's summer now... and that means baseball, barbecues, swimming and lingering twilight. But before you know it, the leaves will turn, signaling fall, and winter will be just around the corner bringing another chance to celebrate over the holidays.

For many of you, a private party or event at a Lawry's restaurant with friends, family or business associates is a much anticipated annual tradition. In fact, private holiday entertaining is so popular at our restaurants, it's best to book your event now to get the date and time you prefer. The same goes for events catered in your home or anywhere in Southern California.

To find out more, call your favorite Lawry's restaurant. For Lawry's Catering, contact our Beverly Hills restaurant. We look forward to serving you over the holidays!

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 welcomed foreign minister of Thailand **Dr. Kantathi** with his wife and friends and also served

Dear Abby, George Foreman and Kevin Durant.

Lawry's the Prime Rib, Las Vegas welcomed **Bill Medley** of "*The Righteous Brothers*" with his daughter McKenna Medley and her husband Michael Maples.



960 South Andreasen Dr. #B
Escondido, CA 92029-1964

PRSRT STD
U.S. POSTAGE
P A I D
Pasadena, CA
PERMIT #740



BEVERLY HILLS
100 N. La Cienega Blvd.
(310) 652-2827

CHICAGO
100 E. Ontario St.
(312) 787-5000

DALLAS
14655 Dallas Pkwy.
(972) 503-6688

LAS VEGAS
4043 Howard Hughes Pkwy.
(702) 893-2223

FIVE CROWNS
3801 East Coast Highway
Corona del Mar, CA
(949) 760-0331

TAM O'SHANTER
2980 Los Feliz Blvd.
Los Angeles, CA
(323) 664-0228

TAIPEI
B1, No. 105, Songren Rd.
Sinyl District
Taipei City, 110, Taiwan
R.O.C.
8862-2729-8555

SINGAPORE
333A Orchard Rd.
#04-01/31 Mandarin Gallery
011-65-6836 3333

OSAKA
5F Herbis Plaza Ent.
2-2-22 Umeda, Kita-Kut
Japan
011-06-6343-3344

SIDEDOOR
3801 East Coast Highway
Corona del Mar, CA
(949) 717-4322

LAWRY'S CARVERY
3333 Bristol St.
Costa Mesa, CA
(714) 434-7788

TOKYO
Akasaka Twin Tower East
2-17-22 Akasaka, Minato-ku
Japan
011-03-5114-8080

HONG KONG
Shop 201, 2/F, Hutchinson House
10 Harcourt Road, Central
China
852-2907-2218

SEOUL
Dangsan-ro 211
Youngdeungpo-gu
Korea
02-590-2800

SIDEDOOR
100 E. Ontario St.
Chicago, IL 60611
(312) 787-6768

LAWRY'S CARVERY
1011 S. Figueroa St., Suite B11
Los Angeles, CA
(213) 222-2212

LawrysOnline.com

The Trademarks and **LAWRYS** are licensed from Lawry's Foods, LLC.

Looking at Lawry's

Prime Scholar

The Nelson family have dined regularly at Lawry's The Prime Rib, Las Vegas since daughter Bailey was three years old. After their most recent visit, General Manager Ed Lepere received a letter, partially reprinted below, and a photo of the proud family with Carver Esteban Martinez. Sounds like Ed and Lawry's helped inspire a young woman to excel. Congratulations, Bailey!



Dear Mr. Lepere,

*Thank you for stopping by our table this evening...
We found a note that you wrote to Bailey dated, April 12, 2005. She was 6 years old and you were kind enough to give her a personalized tour of the kitchen and of course the infamous walk-in dishwasher!...*

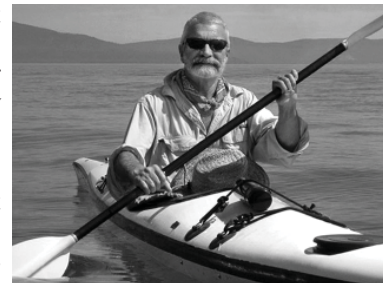
Thanks to you, she decided it was hard work to be in the kitchen and that it would be far easier to study hard and get good grades... She has maintained a straight "A" 4.0 GPA her entire student career and is about to graduate from the Las Vegas Academy of the Arts...

Thank you and your wonderful staff for the countless memories that we have shared as a family dining at your restaurant... :-)

Kind regards,
Diane, Chris and Bailey

...And a Bar is Born

As a boy, Chris Cooper never guessed he'd work for forty-two years in a building a block and a half from where he grew up. After law school, he did some soul searching during a long surfing trip in Central America. On the advice of a wise old man he met there, he decided to make his love of the outdoors and desire for a close knit family life a priority. He became a weekend bartender back home in Corona del Mar and was soon offered a post at the new Five Crowns. When he got to know owner Richard N. Frank, Chris knew he was in the right place.



"Coop" became Lead Service Bartender and over the next four decades met extraordinary co-workers like his wife of twenty-years, server Shelly Cooper, and his close friend Tommy Martin. He started a kayak rental business, did carpentry on the side and was able to kayak, fish and camp regularly with his kids. After Chris's recent retirement, his service bar in Five Crowns' Greenhouse was transformed. His co-workers unanimously agreed the new bar should be named for their buddy. "Cooper's Bar" was born. Chris pronounced it "Gorgeous, fabulous, perfect." He added he was humbled by the honor shown him by the company. Coop, the honor is all ours.