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Fleming's Prime Steakhouse & Wine Bar
Celebrates "Month of Discovery" in September
"Opening Nights" Wine Tastings of New Fleming's 100™
Highlight Month-Long Celebration

Newport Beach, California, September 2011 – The annual unveiling of the new [Fleming's 100™](#), the award-winning list of 100 wines by the glass at Fleming's Prime Steakhouse & Wine Bar, has become a much anticipated event for food and wine lovers. This year's "**Month of Discovery**" and its introduction of the new 2011/2012 list will appeal to both the wine novice and the connoisseur who are in search of the ultimate wine experience. The month-long celebration in September includes:

The New Fleming's 100 "Opening Nights" – Opening Nights, a series of wine tastings held Friday evenings in September (2nd, 9th, 16th, 23rd, 30th), will provide guests with a rare opportunity to sniff, swirl, and sip their way through Fleming's wine by the glass list. Each **Opening Night** will feature 20 wines from the Fleming's 100™. The first four tastings will be wine selections available at all of the 64 Fleming's nationwide. The final tasting will feature selections by each Fleming's local Wine Manager and Operating Partner (please click [here](#) for wine selections to be served on each Opening Night). Each of these five Opening Night events provides 20 different wines to try for just \$25, and includes a preview tasting of selections from Fleming's new [Small Plates menu](#). Space for this popular event is limited and reservations must be made by calling your local Fleming's location.

Small Plates Introduced on September 21 – Debuting on the menu are seven all-new selections that are meant to be savored and enjoyed anytime — with a quick glass of wine at the bar, multiple plates shared casually among friends, or at the start of a multi-course dining experience. Conceived as an avenue for enjoying the gracious service, hospitality and ambiance of Fleming's, but with an emphasis on lighter, healthier and unique menu items, Fleming's new **Small Plates** are more substantial than appetizers, but smaller than full steakhouse entrées. They include: Sliced Filet Mignon, Jumbo Shrimp Scampi Skewers, New Zealand Petite Lamb Chops, Ahi Tuna Skewers, New Bedford Scallops, Filet Mignon Skewers and Fleming's Lobster Tempura.

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Fleming's Month of Discovery
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Silver Oak Wine Dinner September 13 or 17 – Fleming's annual national wine dinner is designed to celebrate a single wine producer that has achieved iconic status among its peers. This year, it's two! Five superb wines from the "twin sister" wineries of **Silver Oak** and **Twomey Cellars** will be showcased. These vintages are exceptionally food friendly and pair wonderfully with the richly-flavored ingredients of our five-course dinner menu. The highlight of our evening will be a remarkable side-by-side vertical tasting of the 2006 and 2007 vintages of the Silver Oak Alexander Valley Cabernet Sauvignon. Please visit FlemingsSteakhouse.com for specific locations and dates.

"Winesdays" at Fleming's – This is the month to find a new wine favorite at a special price every Wednesday in September. Enjoy 25% off** any bottle from the new Fleming's 100 when you dine on Wednesday evenings. For those with exceptional home cellars, September is also the month to crack that bottle you've been saving for a special occasion. Corkage is complimentary† this month on Wednesday nights. Everyone is invited to bring their wine, their friends and their appetite for discovery.

Fleming's "Icon Wine" series" now featuring Silver Oak– The Icon Wine series continues in September with **Silver Oak 2007 Oak Alexander Valley Cabernet Sauvignon** which is available for \$100 per bottle* (normal list price of \$150 - \$175) until September 30—or until inventory runs out. The [2007 Silver Oak Alexander Valley Cabernet Sauvignon](#) is described by Silver Oak winemaker Daniel Baron as "a profound, fruit-driven wine from a great California vintage. It has a dark ruby color with a purple edge and an inviting nose of ripe black plum, blackberry, baking spices and soy sauce. On the palate, the wine is rich and full, reminiscent of the flavors of a berry cobbler."

Win a Masterpiece of "Wine Art" – As part of the Month of Discovery, Fleming's is giving away a signed, limited-edition giclée on canvas by the celebrated fine arts painter Thomas Arvid, who specializes in portraying the wine experience. Arvid's masterpieces are showcased on the walls of every Fleming's restaurant. To enter to win, please visit FlemingsSteakhouse.com/Arvid†.

* Excluding wine, tax and gratuity.

** Due to state liquor laws, our 25% savings offer is not available in MA, OK, RI or UT. Offer subject to state liquor law restrictions; not available in certain states. Limit two bottles. Not available for Private Dining.

† Due to state liquor laws, our Complimentary Corkage offer is not available in AL, AZ, CO, IL (Lincolnshire), IN, MA, MD, MI, OH, OK, TX, VA or WI.

†† No purchase necessary. Must be 21 to enter. Visit www.FlemingsSteakhouse.com/Arvid for Official Rules.

About Fleming's Prime Steakhouse & Wine Bar

The nationally acclaimed Fleming's Prime Steakhouse & Wine Bar offers the best in steakhouse dining – Prime meats and chops, fresh fish and poultry, generous salads and side orders — with a unique wine list known as the Fleming's 100, which features over 100 wines served by the glass. Fleming's was launched in Newport Beach, California in 1998 by successful restaurant industry veterans Paul Fleming and Bill Allen. Today there are 64 restaurants nationwide. Fleming's is the recipient of numerous prestigious awards, including *Wine Enthusiast's* annual Award of Distinction and *Wine Spectator's* annual Award of Excellence.

For more information about Fleming's Prime Steakhouse & Wine Bar and the Fleming's 100, please visit [.FlemingsSteakhouse.com](http://FlemingsSteakhouse.com).

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