



FOR IMMEDIATE RELEASE

Contact: Terri Horan, Marketing Manager
949/222-2223, extension 3219

Images available upon request

Fleming's Prime Steakhouse & Wine Bar
Debuts New Cocktail Menu with Retro, Modern and Couture Selections

Newport Beach, California, February 2012 – What's old is new again, martinis are updated and drinks go designer as [Fleming's Prime Steakhouse & Wine Bar](#) excites its guests with a new Cocktail Menu featuring **Retro Chic, Modern Martinis** and **Couture Cocktails**. Since half the fun is choosing a drink, in addition to signature cocktails, the menu includes 10 innovative cocktails created by Fleming's top mixologists across the country.

"I'm very proud of this new Cocktail Menu," said Maeve Pesquera, Director of Wine for Fleming's Prime Steakhouse & Wine Bar. "Our goal is to do for cocktails what Fleming's has done for wines by the glass: to give our guests the opportunity to explore something new and different that pairs nicely with one of our small plates or entrées and contributes to a memorable experience. Careful and creative attention was paid to the mixology of these very special cocktails."

The menu features three distinct groupings of Retro Chic, Modern Martinis and Couture Cocktails created based on mood, taste and style. Retro Chic is a collection of cocktails that puts a contemporary spin on classic mixed drinks, including a new take on President John F. Kennedy's favorite cocktail. The **Sailor Daiquiri** is a surprisingly strong, not syrupy, take on the classic daiquiri made with Sailor Jerry Rum, fresh pineapple and lime juices, served icy and "up."

Modern Martinis are Fleming's wickedly exotic take on America's most classic cocktails, and include the **Limóncello Martini** – which also appears on the popular "5 for \$6 'til 7" bar menu – made with Hangar One Citron "Buddha's Hand" vodka, rich and smooth Luxardo Limóncello, and house-made lemon-thyme simple syrup. Last but certainly not least, the Couture Cocktail collection highlights creative recipes using chef-driven seasonal ingredients, and includes the **Milagro Margarita** with Milagro Silver Tequila, fresh lime juice muddled with cool cucumber, and a touch of cilantro and jalapeño for a dash of heat.

Diners sipping on these new cocktails can also order from the recharged and affordable “5 for \$6 ‘til 7” bar menu, with a new **Baked Brie** appetizer with candied walnuts and sliced gala apples, alongside favorites like Sweet Chile Calamari and Wicked Cajun Barbecue Shrimp. New \$6 wines by the glass have been added to pair perfectly with appetizers: **Mas Fi Cava** sparkling wine from Spain and **14 Hands Cabernet** from Washington. Beer lovers can order two Widmer Brothers Brewing Rotator IPAs for \$6.*

* Hours and offerings subject to change in compliance with local or state liquor laws. Prices in effect from open to close in certain markets (IL). Liquor-by-the-drink tax embedded for cocktail; liquor-by-the-drink and sales tax embedded for wine (TN). Due to local and/or state liquor laws, we are unable to offer alcoholic beverages on the "5 for 6 'til 7" menu in MA, Charlotte, NC, OK, RI and UT. In CA, IL, IN, NC and VA, selling two or more drinks for the price of one is prohibited, so the beer selection will be offered at \$3 each. At our Los Angeles/L.A. LIVE location, "5-6-7" is served from 4 to 6 pm, 7 nights a week.

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 Magazine’s Award of Excellence.

###