



FACT SHEET

ABOUT FLEMING'S:

Fleming's Prime Steakhouse & Wine Bar is the ultimate steakhouse destination for food and wine lovers seeking a stylish, lively and memorable dining experience. Nationally renowned for its Prime beef and steakhouse fare, **Fleming's** is equally celebrated for the **Fleming's 100™**, its award-winning wine program that features 100 wines by-the-glass.

Fleming's was founded on the premise that a steakhouse can be sophisticated yet comfortable and not overpriced. **Fleming's** offers an engaging ambiance and lively environment, where one can enjoy great food and a broad selection of fine wine, which is further complemented by attentive and knowledgeable service.

CUISINE:

Fleming's Prime Steakhouse & Wine Bar has a talented Chef Partner at each location and features USDA Prime corn-fed beef, aged to perfection for flavor and texture. The restaurant offers a wide selection of sizes and cuts, ranging from Petite Filet Mignon to Prime Bone-In Ribeye. All steaks are broiled at 1600 degrees to seal in the beef's natural juices and flavors.

While Prime beef reigns supreme at **Fleming's Prime Steakhouse & Wine Bar**, other flavorful dishes offered include daily-featured selections of fresh seafood, fresh salads, delicious appetizer selections, and a selection of innovative steakhouse Small Plates. The restaurant serves fresh sides family-style—among the selections are four different potato preparations. Tempting desserts made from scratch every day, all served tableside with Chantilly cream, include the Chocolate Lava Cake and Crème Brûlée.

WINE PROGRAM:

The **Fleming's 100** is truly a point of differentiation and an integral part of the dining experience at **Fleming's Prime Steakhouse & Wine Bar**. Each year, Director of Wine Maeve Pesquera selects a majority of the wines to appear on **Fleming's** wine lists throughout the country. The other wines on the list are selected in conjunction with the local Wine Managers to reflect regional tastes. This year's collection of 100 wines by the glass showcases the most innovative, cutting-edge wines from iconic and classic wineries. From small-yield, sustainable and biodynamic farming to the latest in canopy management and hand-harvesting and sorting, these wines are leading the industry into a new age of winemaking. Special 2-ounce "wine tasting" pours are offered as wine flights to assist diners in finding the perfect wine to complement their culinary choice.

BAR MENU:

Fleming's has also introduced a new way to make a memorable start to the evening with their "5 for 6 'til 7" bar menu. The menu offers 5 premium cocktails, 5 award-winning wines by the glass, and 5 signature appetizers—all priced at \$6 each—a stellar value, all available until 7 p.m., 7 nights a week except where prohibited by law. Selections on the "5 for 6 'til 7" bar menu change with each season. Hours and offerings are subject to change in compliance with local or state liquor laws.

(more)

Fleming's continues to set the standard in steakhouse dining with the introduction of its **Bar la Carte Menu**. Served exclusively in the bar, the menu offers Fleming's guests six satisfying dishes available any time, any evening. More substantial than appetizers or the typical "bar bites" found at many restaurants, the addition of this Bar la Carte menu makes **Fleming's** bar as much a destination for food as it is for wine and cocktails.

AWARDS:

Wine Spectator Magazine, August 31, 2011
64 Awards of Excellence (one for every restaurant)

CHEERS Magazine, 2011
Best Chain Wine List

VIBE, March 2011
VIBE Vista Best Wine Program

**AMBIANCE &
INTERIOR
DESIGN:**

The atmosphere of **Fleming's** is stylish and lively, with the scene enhanced by the open setting and background music that sets the tone for a first-rate dining experience.

The ambiance is enhanced by an open dining room built around an exhibition kitchen and expansive bar. Warm and inviting, the setting is refined and casually elegant. Features include lighter woods with rich cherry accents, high ceilings, and leather upholstery. Custom-designed alabaster chandeliers complement the scene with a warm amber glow throughout the restaurant.

PRIVATE DINING:

Guests can turn any special occasion into memorable times at **Fleming's**. Whether hosting a small social gathering or large business function, **Fleming's** will custom-tailor an event worthy of the occasion. It's the personal touches that make an event special, and no one understands this better than our Private Dining Directors. They ensure that every detail — from the food and drinks to the ambience and timing — is exactly right.

Guests can choose from one of the three set dinner menus — "Chardonnay," "Zinfandel" and "Merlot" — or work with Private Dining Directors to customize a special menu, either for a full lunch or dinner, or wine-tasting party with hors d'oeuvres.

For more information or to learn about Cisco TelePresence, **Fleming's** award-winning video conferencing network, please contact the local Private Dining Director at your nearest Fleming's location.

(more)

FOUNDERS: Two highly experienced restaurateurs had a vision of designing a steakhouse that would deliver a stylish and contemporary dining experience. Fleming's was created from this vision by Paul Fleming, founder of P.F. Chang's China Bistro, and Bill Allen III, a leading restaurant and hospitality executive.

With a focus on delivering a dining experience that is exciting and memorable, the first restaurant opened in Newport Beach, California in 1998. A partnership steeped in a similarity of principles and business beliefs was developed with Bloomin' Brands in 1999 and the brand has now grown to 64 locations across the US.

**MANAGEMENT
TEAM:**

The ***Fleming's*** management team is comprised of a group of dedicated and seasoned professionals, all with long successful careers in their respective disciplines. In addition to national management, every ***Fleming's Prime Steakhouse & Wine Bar*** has both an Operating Partner and a Chef Partner, providing stability and commitment to local communities.

FOUNDED: Newport Beach, California, December 1998

PRICING: The average cost of dinner is approximately \$65 per person, including tax, tip and beverage.

**HOURS OF
OPERATION:** Dinner is served seven days a week (with the exception of Christmas Day and Thanksgiving Day). Brunch is served on Easter, Mother's Day & Father's Day.

WEBSITE: www.FlemingsSteakhouse.com

LOCATIONS: See attached listing.

**CREDIT CARDS
ACCEPTED:** American Express, Diners Club, Discover, MasterCard, VISA

**NEWS
CONTACT:** Cathie Koch
Vice President of Corporate Communications
CathieKoch@BloominBrands.com
(813) 830-5127

(more)

LOCATIONS:

Alabama	Michigan
Birmingham	Birmingham
Arizona	Livonia
Phoenix Area:	Missouri
Chandler	St. Louis
DC Ranch	Nebraska
Peoria	Omaha
Scottsdale	New Jersey
Tucson	Edgewater
California	Marlton
Fresno	Nevada
La Jolla	Las Vegas/Summerlin
Los Angeles Area:	North Carolina
El Segundo	Charlotte
Downtown/L.A. LIVE	Greensboro
Woodland Hills	Raleigh
Newport Beach	Oklahoma
Palo Alto	Tulsa
Rancho Cucamonga	Ohio
Rancho Mirage	Akron
San Diego	Cleveland/Woodmere
Walnut Creek	Dayton
Colorado	Pennsylvania
Denver/Englewood	Radnor
Connecticut	Rhode Island
West Hartford	Providence
Florida	Tennessee
Coral Gables	Knoxville
Naples	Memphis
Orlando	Nashville
Sandestin	Texas
Sarasota	Austin Area:
Tampa	Downtown
Winter Park	The Domain
Georgia	Houston Area:
Atlanta/Dunwoody	River Oaks
Illinois	Town & Country
Chicago Area:	The Woodlands
Downtown	San Antonio
Lincolnshire	Utah
Indiana	Salt Lake City
Indianapolis	Virginia
Iowa	Richmond
West Des Moines	Tysons Corner
Louisiana	Wisconsin
Baton Rouge	Madison
Maryland	Milwaukee/Brookfield
Baltimore	
Massachusetts	
Boston	

#####