



## FOR IMMEDIATE RELEASE

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# The Burger Hits its "Prime"

*Fleming's Prime Steakhouse & Wine Bar*  
Adds a \$6 Prime Burger to its Popular "5 for \$6 'til 7" Menu

**Newport Beach, California, July 2009** -- America's favorite food, the hamburger, is now available in its full-flavored splendor at *Fleming's Prime Steakhouse & Wine Bar*. Recently introduced as part of the restaurant's hugely successful "5 for 6 'til 7" bar menu, the *Fleming's Prime Burger* isn't just any hamburger. It starts with eight-ounces of ground Prime beef, a relative rarity in the world of burgers. "Prime beef is what we're known for," says Russell Skall, national Executive Chef for Fleming's, "and it's simply the best of the best. It's only natural that any burger we would serve our guests would be of the same high grade and quality as our Prime steaks."

After hand-shaping the burger, the same preparation techniques for cooking a perfect steak are utilized: the burger is simply seasoned with kosher salt and coarse black pepper, seared on a flat top to lock in the juices and create a slight crust, then finished off in Fleming's 1600° broiler. The sizzling burger is then topped with sharp Cheddar cheese and two slices of thick cut, brown sugar glazed bacon that give the beef a sweet and spicy kick. Crisp iceberg lettuce, a thick slice of tomato and chipotle mayo are served alongside so guests can build their burger. Of course, as with anything at Fleming's, the burger can be customized to a guest's exact liking, including temperature. The Prime Burger is then served open face on a custom baked, knotted challah bun and accented with two Fleming's signature colossal onion rings.

"Creating the actual burger was the easy part; we knew we wanted to serve a Prime burger," says Skall. "It was the bun that was the challenge! We were adamant -- the bun had to be as good as the burger."

Instead of being an afterthought, the bun for the Prime Burger was created to be perfectly paired in size, shape and texture to complement the taste experience.

"It's soft on the outside so you can grip the burger together, but as you bite through you get a slight crispiness from being toasted on our grill top," says Skall. "It's really a stand-out burger."

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***Fleming's Prime Steakhouse & Wine Bar***  
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This summer is the perfect time to experience the Prime Burger, offered on Fleming's "5 for \$6 'til 7" menu for just \$6 -- a remarkable value for a remarkable burger. ***Fleming's*** introduced the "**5 for 6 'til 7**" menu in the bar earlier this summer. The menu offers 5 premium cocktails, 5 award-winning wines by the glass, and 5 signature appetizers – now including the Prime Burger - all priced at \$6 each, until 7 p.m. nightly. After 7 p.m. the ***Fleming's Prime Burger*** will continue to be available in the bar for \$12.00.

***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" that features 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 63 restaurants nationwide. ***Fleming's*** is the recipient of numerous prestigious awards, including *Wine Enthusiast's* annual Awards of Distinction and *Wine Spectator's* annual Awards of Excellence.

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