

FOR IMMEDIATE RELEASE

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Green is the New Red

At Fleming's Prime Steakhouse & Wine Bar

90+ Rated Wines Go All-Natural at November Wine Dinner

Newport Beach, California, October 2008 – It's a wine dinner with an earth-friendly twist when ***Fleming's Prime Steakhouse & Wine Bar*** declares "Green is the New Red" at its 90+ Wine Dinner this November.

The five-course dinner will feature wine selections made from grapes that are sustainably, organically and/or biodynamically farmed; and rated 90 points or above by top wine reviewers. The wines were selected from the Fleming's wines-by-the-glass list (known as the Fleming's 100™) and its by-the-bottle list, which were designed by Fleming's director of wine Marian Jansen op de Haar. Fleming's executive chef Russell Skall paired them with creative dishes using seasonal ingredients.

"Many family vineyard owners have known for decades how important it is to use earth-friendly farming techniques to preserve vineyard land for future generations. We're proud to benefit from their foresight with these outstanding wines," says Jansen op de Haar.

There are different types of eco-friendly farming and all work with the goals to maintain high quality grapes for winemaking while preserving the earth's resources. Jansen op de Haar provides a general overview of the growing techniques:

- **Sustainable** – A non-certified designation referring to the environmentally responsible treatment of land and its produce. The goal is to avoid depleting the long-term health of the land for short-term gain.

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Fleming's Prime Steakhouse & Wine Bar

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- **Organic** – Farming that emphasizes the use of renewable resources and works to conserve soil and water quality in order to leave a healthy environment for future generations. *Certified Organic* growing conditions have been inspected and meet USDA organic standards.
- **Biodynamic** – Indicates winemakers who treat the vineyard and the winery as a self-sustaining ecosystem. Some examples include using natural predators instead of pesticides, and to use compost for fertilizer. *Certified Biodynamic* is a designation from Demeter, the international biodynamic regulating organization, and refers to a vineyard that has practiced these methods for at least two years.

The five-course dinner is \$95 per person (not including tax or gratuity) and reservations are recommended. For the date and the time of the dinner, please call your local restaurant. Visit www.flemingssteakhouse.com for locations.

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 sophisticated and a unique wine list named the Fleming's 100™ that features over 100 wines served by the glass. Over 70% of the new wines featured on this year's ***Fleming's*** 100 come from “green” wineries –wineries that practice sustainable farming, and/or organic and biodynamic farming. ***Fleming's*** was launched in Newport Beach, California in 1998 by successful restaurant industry veterans Paul Fleming and Bill Allen. Today there are 58 restaurants nationwide. ***Fleming's*** is the recipient of numerous prestigious awards, including *Wine Enthusiast's* annual Awards of Distinction.

For more information about ***Fleming's Prime Steakhouse & Wine Bar*** and the *Fleming's* 100, please visit www.flemingssteakhouse.com.

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Fleming's Prime Steakhouse & Wine Bar
Add two

Green is the New Red
90+ Wine Dinner Menu
\$95 per person

Passed Appetizers

Black Lentil Cakes with tomato Vergé
Cherry-Glazed Pork Medallions
J. & F. LURTON, Douro Barco Negro Portugal, 2005
Wine Enthusiast 90 pts., sustainable

Soup

Fire Roasted Red Pepper Bisque with a
Mini Grilled Cheese Sandwich
FLORA SPRINGS, Merlot Napa Valley, 2005
Wine Enthusiast 91 pts., organic and biodynamic

First Course

Organic Chicken Roulade, Petite Vegetables, Consommé
CORISON, Cabernet Sauvignon Napa Valley, 2000
Wine Spectator 90 pts., organic and sustainable

Second Course

New York Strip, Mushroom Risotto, Organic Green Bean Bundles
FREEMARK ABBEY, Cabernet Sauvignon Napa Valley, 2004
Wine Advocate (Robert Parker) 90+, sustainable

Dessert

Parmesan Pana Cotta, Honey Crème Fraîche
Organic Black Mission Figs
YALUMBA, Tawny Port Barossa Museum Release Antique Australia NV
Wine Advocate 96 pts., sustainable