



**FOR IMMEDIATE RELEASE**

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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**

**September 2010** – 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 debut of the new 2010/2011 list during Fleming's **"Month of Discovery"** will be especially enticing as "Opening Nights" scheduled for every Thursday in September offer guests the opportunity to sample each of the Fleming's 100™.

The month-long celebration in September includes:

[The New Fleming's 100 "Opening Nights"](#) every Thursday (2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup>, 23<sup>rd</sup>, and 30<sup>th</sup>) in September – An unprecedented series of wine tastings featuring all 100 selections provides guests with a rare opportunity to sniff, swirl, sip and spit like an international wine expert. Each Opening Night will feature 20 wines from the Fleming's 100™. The first four tastings will be wine selections available at every Fleming's nationwide. The final tasting will feature selections by each Fleming's local Wine Manager and Operating Partner. (Please visit [www.FlemingsSteakhouse.com](http://www.FlemingsSteakhouse.com) for wine selections to be served on each Opening Night.)

[Memorable Meal: A Trio of Fleming's Classics](#) through September 30 – Guests are invited to experience a variety of tastes of classic Fleming's entrees, served "flight" style with three small entrees on a plate – Filet Mignon, Ahi Tuna and Lamb Chop – for two at \$99. The three-course Memorable Meal also includes a Broiled Peach and Goat Cheese Salad, a trio of roasted vegetables and a trio of crème brûlées for dessert. For \$10, guests may add a flight (three 2-ounce tastes) of paired wines from the new Fleming's 100, selected by Director of Wine Marian Jansen op de Haar, to perfectly complement each of the three entrees.

[Exclusive Caymus Interactive Wine Dinner](#) September 21 or 22 – Wine lovers can join iconic Caymus Vineyards owner and winemaker, Chuck Wagner, Fleming's Director of Wine Marian Jansen op de Haar and Executive Chef Russell Skall, via live video from Northern California – a wine dinner like no other! The Napa-inspired menu is paired with Wagner Family of Wines, Conundrum, Mer Soleil Silver Chardonnay and Late, and an extraordinary vertical tasting of the 2000 and just-released, 2008 Caymus Special Selection Cabernet, the only wine ever named twice as "Wine of the Year" by *Wine Spectator*. This promises to be a memorable evening not to be missed! (Cost is \$125 per person. Please visit [www.FlemingsSteakhouse.com](http://www.FlemingsSteakhouse.com) for specific locations and dates.)

**-more-**

Fleming's Month of Discovery  
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**Wine Tuesdays** every week in September – Every Tuesday (7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup>, and 28<sup>th</sup>), guests will receive 25% off\* any bottle selection from the new Fleming's 100 or, if they prefer, they may bring in their own favorite and enjoy complimentary corkage\*\*. Guests taking advantage of the Wine Tuesday offerings will also receive a Fleming's Card\* good for this same offer on a future Fleming's visit any day of the week, valid through December 30th.

**New Icon Wine** through September 30 – The Icon Wine series continues in September with the Staglin Cabernet Sauvignon Napa Valley Salus Estate, 2006, at \$125 per bottle. Since its founding in 1985, Staglin Family Vineyards has achieved cult status among Napa Valley producers. Robert Parker of *Wine Advocate* goes as far as to describe Staglin as “the pre-eminent estate winery in Rutherford.” Since their annual production is low, their wines are a well-kept secret among Napa Valley connoisseurs.

*\* Due to state liquor laws, our 25% off any F100 bottle offer is not available in CA, CT, FL, GA, IL (Chicago), IA, LA, MA, MO, NE, NV, NJ, NC, OK, PA, RI, TN or UT. 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. Limit two bottles. Not available for Private Dining.*

### **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.

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

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