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Fleming's Prime Steakhouse & Wine Bar's Passion for Wine Leads to a Win at VIBE VISTA Awards

Restaurant Receives Highest Recognition for Outstanding Wine Program

NEWPORT BEACH, Calif., April 22, 2015 – Fleming's Prime Steakhouse & Wine Bar, a leader in the fine dining industry, was honored with the 'Best Wine Program' award at the 2015 VIBE VISTA Awards.

"Our goal is to meet our Guests wherever they are on their journey with wine, and we are thrilled that this award celebrates that focus and commitment," said Maeve Pesquera, Fleming's Director of Wine. "At Fleming's, we encourage Guests to explore and discover wine, and effortlessly navigate our list of 100 wines by the glass. We want to demystify the approach to wine and create an experience Guests will remember and come back for."

The Fleming's 100[®], a collection of 100 wines by the glass, takes a year to create and offers exactly what Guests are clamoring for: variety. The comprehensive wine list is divided by varietals, including traditional offerings, as well as emerging trend-setters. In addition, the list features more than 30 wines priced at 10 dollars or less.

Refreshed annually, wines from the Fleming's 100[®] can be enjoyed several ways: by the glass, as part of a flight, with a Big Pour or by the bottle. In addition to selecting the Fleming's 100[®], Maeve also collaborates with local Wine Managers at each Fleming's restaurant to complement the list with regional selections.

Another unique offering at Fleming's is the Fleming's WiNEPAD™, a custom iPad app available at all 66 locations that helps Guests easily navigate the restaurant's extensive wine list tableside or at the bar. The Fleming's WiNEPAD™ takes the guessing out of ordering wine and enhances the Guests' experience.

The 'Best Wine Program' award, which was presented at the VIBE 2015 Conference and judged by Johnson & Wales University, aims to recognize innovative programs that demonstrate unique attributes; positive results in terms of company sales and profitability; how the program supports or expands overall strategic aims; social responsibility messaging; and demonstration of breadth and selection of products for the program.

The VIBE Conference is the premiere event for chain and hotel adult beverage executives and suppliers. The top-to-top conference is held annually in Las Vegas and involves high-level content, tastings and networking opportunities. The VIBE Conference is produced by the Nightclub and Bar Media Group.

For more information on Fleming's or to make reservations, please visit www.flemingssteakhouse.com. To learn more about wine, check out "Wine Moments" featuring Maeve Pesquera on [YouTube](#).

About Fleming's Prime Steakhouse & Wine Bar

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 more than 100 wines served by the glass. In addition, the Fleming's WiNEPAD™, winner of the 2013 *Hospitality Technology* Breakthrough Award, is a proprietary, custom web-based application on an iPad that helps Guests easily navigate the restaurant's extensive wine list. Fleming's was launched in Newport Beach, California, in 1998 by successful restaurant industry veterans Paul Fleming and Bill Allen. Today, there are 66 restaurants nationwide, including the latest additions recently opened in Palo Alto and Las Vegas. Fleming's is the recipient of numerous prestigious awards, including *Wine Enthusiast's* annual Award of Distinction and *Wine Spectator's* annual Award of Excellence. For more information about Fleming's Prime Steakhouse & Wine Bar and the Fleming's 100[®], please visit www.flemingssteakhouse.com.