



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 offers an engaging ambiance and lively environment, where Guests can enjoy great food and a broad selection of fine wine, which is further complemented by attentive and knowledgeable service. Today there are 66 restaurants nationwide. *Fleming's* is the recipient of numerous prestigious awards, including Wine Spectacular Magazine's Award of Excellence.

CUISINE:

Fleming's 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 dry-aged and wet-aged sizes and cuts, ranging from Petite Filet Mignon to Prime Bone-In Ribeye. *Fleming's* offers two preparation methods: steaks are either classically prepared- expertly seasoned with kosher salt and pepper then broiled at 1,600 degrees - or iron crusted and finished with butter and fresh parsley.

Fleming's 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. Tempting desserts made from scratch every day, all served tableside with Chantilly cream, include the Chocolate Lava Cake and Crème Brûlée.

WINE PROGRAM:

Fleming's recognizes that guests want variety and exploration when dining out – it's part of the experience. *Fleming's* is celebrated nationwide for the *Fleming's 100®*, its award-winning wine program that features a curated list of 100 wines by the glass. Each year, Director of Wine Maeve Pesquera, selects the majority of 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.

Each table is presented with a *Fleming's* award-winning WINEPAD™ - an iPad designed by *Fleming's* exclusively for *Fleming's* guests – to elevate guests' experience with the *Fleming's 100®*.

BAR MENU:

Fleming's has also introduced a new way to start your 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, in most locations. 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.

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:

Nation's Restaurant News, March 2014
Consumer Picks #1 Food Quality (Fine Dining)

Hospitality Technology Magazine, October 2013
Breakthrough Award Winner: Customer Engagement Innovator for
Fleming's WiNEPAD™

Wine Spectator Magazine, August 31, 2013
65 Awards of Excellence (one for every restaurant)

AMBIANCE:

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.

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 elegant, 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 66 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.

PRICING:

The average cost of dinner is approximately \$70 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 and Father's Day. A Wine Country Brunch is served every Sunday at the Newport Beach and Ranch Cucamonga locations

WEBSITE:

www.FlemingsSteakhouse.com

**CREDIT CARDS
ACCEPTED:**

American Express, Diners Club, Discover, MasterCard, VISA

**NEWS
CONTACT:**

Elizabeth Watts

Director of Media & Community Relations

ElizabethWatts@BloominBrands.com

(813) 830-4967