

Frank Talk



In the fall of 1985, we published the first A La Cart. It was my dad's idea. In his initial Frank Talk column he explained, "We want to communicate with you; for you and our other important patrons are the key to our success." Dad was pleased that A La Cart grew in circulation to nearly 100,000 readers across the country three times a year. While our printed newsletter has served us well for over thirty years, we feel the time has come to harness the incredible resources available through digital online technology to give you even more timely and exclusive content.

Next year, we'll bring you A La Cart online. With it, we'll expand on my father's vision for the newsletter like never before. In addition to our regular VIP promotional offers, as well as the *Frank Talk*, *Looking at Lawry's* and *Table Talk* columns, you'll find online-only features like striking color images, engaging behind-the-scenes videos and in-depth personal guest and co-worker stories. We'll let you know about all that's new at Lawry's in more detail than ever. You'll be able to view continuously updated event calendars, instantly make special event reservations and have access to decades of searchable article archives.

The new online A La Cart will allow you to interact directly with us, something I'm especially excited about. You'll be able to comment on articles and promotions, and share your own Lawry's stories. And who knows what other one-of-a-kind possibilities the future holds?

I truly believe you'll enjoy the new digital A La Cart and all that comes with it. However, I imagine some of you might still want the familiar paper newsletter. It's important to us to know how many of our readers feel this way even though we can't guarantee a print format will be available.

If you would like us to consider continuing to send a printed version of the A La Cart, please email us your name and the statement "I prefer a printed copy of ALC" to ALCNoReply@custcon.com. You will not receive a direct reply, but rest assured your voice will be heard. At Lawry's, listening to our guests is a priority. Thanks for being part of this new step we're taking toward serving you better than ever.

But, enough business... On behalf of all of us at Lawry's Restaurants, I want to extend our best wishes to you and your family for a happy holiday season and a most prosperous New Year! We're looking forward to an exciting future with you and all our Lawry's guests.

Tempting and Timeless – C.C. Brown's Original Hot Fudge Sundae

Over the last twenty years Lawry's guests have delighted in our signature C.C. Brown's Hot Fudge Sundae. In 2015 alone we dished up over 23,000 servings of this popular dessert.

Like Lawry's The Prime Rib, C.C. Brown's is a multi-generational family business with a rich history — almost as rich as the creamy Fudge Sauce chocolate lovers crave.

In 1906, candy maker Clarence Clifton Brown brought an old gas stove, a marble work slab and copper kettles out west in a covered wagon from Ohio. He set up an ice cream shop in downtown Los Angeles where he also made and sold candy while perfecting his Fudge Sauce. By heating his chocolate confection and spooning it over ice cream, Clarence created the original Hot Fudge Sundae.

Eighteen years later, he passed his business on to his son, Cliff, who moved the store to Hollywood Blvd. near Grauman's Chinese Theater. In its Walk of Fame location, C.C. Brown's ice cream parlor quickly became



'Tis the Season of Celebrations and Special Events

DINNER EVENTS AT THE TAM:

Mark your calendar and join us for these great events!

- **Nov. 9: Wine Dinner with Ken Brown Winery**
\$85 per guest
- **Feb 8: Wine Dinner featuring Trefethen Winery**
\$75 per guest
- **Mar. 22: Wine Dinner featuring Maldonado Winery**
\$85 per guest

Call (323) 664-0228 for information and reservations. Dinners start at 6:30pm, prices are per guest and do not include tax and gratuity. Wine Dinners include four courses paired with wines.

DINNER EVENTS AT LAWRY'S THE PRIME RIB, DALLAS:

Enjoy dinners designed to perfectly complement the fine tastings at these events.

- **Nov. 25: Whiskey Dinner** \$89 per guest
- **Dec. 2: Provenance Dinner** \$110 per guest

Dinners begin at 7:00pm. Prices do not include tax and gratuity. Reservations are required and are available one month in advance. Email Steve Giancotti at SGiancotti@LawrysOnline.com with the event in the subject line, or call (972) 503-6688.

SPECIAL EVENTS AT LAWRY'S THE PRIME RIB, LAS VEGAS:

Mark your calendar and make reservations to enjoy great times and great food with us on these special dates.

- **Jan. 25: Scotch Whiskey Tasting** in Honor of Robbie Burns Birthday. Scotch and hors d'oeuvres will be served from 5:30-6:30pm. \$45 per guest. Reservations are required. Call Michelle Rizzo at (702) 893-2223.
- **Mar. 2: National Banana Cream Pie Day** Mention our world famous Coconut Banana Cream Pie to your server or when you make reservations and each person in your party will receive a complimentary slice with entrée purchase.
- **Mar. 17: St. Patrick's Day Mystery Dinner Theater** Whodunit? Help our actors solve the crime while you enjoy a classic Lawry's multi-course dinner. Doors open at 6:45, show starts at 7pm. \$99 per guest, inclusive. Reservations are required. Contact Jay Joseph at A Touch of Mystery, (702) 497-7936 or ATouchofMystery.com.

RESTAURANT WEEK AT LAWRY'S THE PRIME RIB, CHICAGO:

Celebrate Chicago's Restaurant Week with a special prix fixe dinner Jan. 27 - Feb. 9. Visit our website in January to get all the delicious details!

THANKSGIVING: Enjoy turkey, our famous Prime Rib, all the traditional trimmings and other holiday classics all season long, in our restaurants or at home. Reservations and to-go orders are available now.

'TIS THE SEASON FOR CAROLERS: Our restaurants will sparkle with holiday decor and strolling carolers will serenade you during dinner hours.

Lawry's The Prime Rib:

Beverly Hills: Dec. 1-24

Dallas: Dec. 1-24

Las Vegas: Dinner Dec. 2-24 | Lunch Dec. 19-23, 12-2pm

Chicago: Nov. 20, 25, 26, 27 and Dec. 2-24

Five Crowns: Dec. 1-30

Tam O'Shanter: Dec. 1-30, Valet Parking will be available throughout December for \$3.50 per vehicle at both lunch and dinner. Street parking is also available.

CHRISTMAS EVE RESERVATIONS: Reservations are available now at all Lawry's The Prime Rib restaurants and Tam O'Shanter. Five Crowns will start accepting reservations Nov. 24. **All our restaurants will be closed Christmas day.**

"A CHRISTMAS CAROL" DINNERS: Return to Yuletide in Victorian England as costumed actors perform scenes from Charles Dickens' classic. Matinee shows are \$89 per adult, \$59 per child 12 and under. Evening shows are \$96 per adult, \$69 per child. Prices include a multi-course feast, entertainment, tax and gratuity. Reservations available now.

Tam O'Shanter: Nov. 28 and 29 at 6:30pm and matinee shows Nov. 26-Dec. 3 at 1pm. For reservations, call (323) 664-0228.

Lawry's The Prime Rib, Beverly Hills: Nov. 27 at 7pm and matinee shows Nov. 27 and Dec. 4 at noon. For reservations, call (310) 360-6281, ext. 4.

Lawry's The Prime Rib, Las Vegas: Dec. 18-21 at 6pm and a matinee Dec. 18 at 1pm. For reservations, call (702) 893-2223, ext. 205.

Lawry's The Prime Rib, Chicago and The Goodman Theatre: Join us at Lawry's Nov. 20 at 4pm for a yuletide reception with a carolling octet, followed by a four course dinner and a 6:30pm performance at the Goodman Theatre. \$130 per adult, \$98 per child, includes Premium Theatre Seating. Reservations are required and available now. Ask for Shannon: (312) 787-5000, ext. 25.

NEW YEAR'S EVE: Kick off your evening or ring in 2017 at our final seating with a champagne toast at midnight. Reservations are available now at all of our restaurants.

PARTY LIKE IT'S 1759! ROBBIE BURNS' BIRTHDAY AT THE TAM O'SHANTER:

Join us to celebrate the birth of Scotland's national poet, whose poem "Tam O'Shanter" inspired the name of our restaurant. Enjoy Scottish-themed dishes, theatrics, dancers, bagpipers and more. Call (323) 664-0228 for dates and reservations.

Make Your Private Party an Event to Remember

Lawry's fine dining restaurants are the affordable choices for your family celebration or corporate holiday event. Each of our restaurants has elegant rooms to accommodate parties large or small.

Make your reservations now and let us take care of every detail. Visit us online for more information: LawrysOnline.com.

Happy Holidays!

Reservations

Please call to make reservations for the special events on this page.

Lawry's The Prime Rib

Beverly Hills (310) 652-2827
Chicago (312) 787-5000
Dallas (972) 503-6688
Las Vegas (702) 893-2223
Five Crowns (949) 760-0331
Tam O'Shanter (323) 664-0228

For fast and easy dinner, lunch and brunch reservations, please visit our website, LawrysOnline.com.



Join the party online!



Tempting and Timeless – C.C. Brown’s Original Hot Fudge Sundae *continued from Page 1*

a gathering spot for tourists, locals and celebrities drawn by his classic dessert creation. Such stars as Marilyn Monroe, Marlin Brando, Bob Hope, Shelly Winters and Kirk Douglas were regulars.

In 1963, Cliff sold the business to his friend, John Schumacher, a Carnation dairy chemist. The Schumacher children ran it throughout the '80s and '90s. In 1996, they decided to close the store.

Enter Lawry’s The Prime Rib.

Bryan Monfort, then our Beverly Hills General Manager and now retired company Vice President of Operations, went to the shop on its closing day to find a half-mile long line snaking down the boulevard and news choppers swooping overhead. He asked the Schumachers for permission to put C.C Brown’s Hot Fudge Sundae on the Prime Rib menu and promised Lawry’s would faithfully recreate the original Sundae.

The owners themselves sampled our version of C.C Brown’s invention prepared tableside: vanilla ice cream in a silver bowl, topped with hot fudge sauce poured from an individual pitcher, hand-chopped roasted almonds and whipped cream. They declared it was “exactly right” and agreed to supply us with their Fudge Sauce.

A decade passed. The Schumachers, facing the complexities of expanding on a national level and wanting to pursue other interests, decided to close the Fudge Sauce business. By that time, the Sundae was our best selling dessert. To keep it on the menu, we bought the C.C. Brown’s company and began the exclusive production and sale of the Fudge Sauce whose historic recipe was passed down to us hand-written on a yellowing piece of paper.

Today, we continue to offer C.C. Brown’s Hot Fudge Sundae at all our restaurants. C.C. Brown’s Fudge Sauce, still made in copper kettles, is available by the jar online and at the Prime Ribs, the Tam O’Shanter and Five Crowns. In our corporate headquarters, we even have a well-used wooden stirring paddle with a lingering chocolate aroma to remind us of the hundred-year heritage of what has become another iconic Lawry’s tradition.

If you haven’t already joined the legion of C.C. Browns fans, try our Hot Fudge Sundae on your next visit. It’s the first and, we think, the best there is.

More Gifts of Great Taste

C.C. Brown’s Hot Fudge You love it on the sundaes we serve... Enjoy it at home! Available at Lawry’s The Prime Rib, Five Crowns, Tam O’Shanter and Lawry’s Carvery at South Coast Plaza.

Lawry’s Vintage Salad Dressing The dressing that makes our famous Original Spinning Bowl Salad uniquely delicious can be purchased at all Lawry’s The Prime Rib restaurants and Lawry’s Carvery at South Coast Plaza.

Lawry’s Seasoned Salt & Pepper America’s favorite, personalized with your gift recipient’s name! Each set comes in a “fanciful L” chrome-plated caddy. Available online and by phone.

These signature Lawry’s gifts may be purchased by visiting our website at LawrysOnline.com or by calling 866-LAWRYS1 (866-529-7971) or in our restaurants as specified above.

Lawry’s Holiday Feasts To-Go

Let us do the cooking for you this season. Access our easy online ordering or call and we’ll have a holiday meal of Whole Prime Rib Roasts, Traditional Roasted Turkey, Lawry’s Signature Side Dishes, Pies and Desserts ready for pick-up to enjoy in your home or at the office.

Large Gatherings or Intimate Meals We’ll create holiday feasts for parties of 6-12. Or you can order individual meals at Lawry’s Las Vegas and the Tam O’Shanter for just you and some lucky loved ones. Only need Prime Rib, Roasted Turkey or Creamed Corn? Complete your meal with our a la carte offerings.

Roasted Turkey is available for both Thanksgiving and Christmas at Lawry’s in Chicago, Dallas and Las Vegas and at the Tam O’Shanter. Lawry’s in Beverly Hills will offer Roasted Turkey for Thanksgiving only. Five Crowns will not offer Turkey.

Order at least 48 hours in advance, and your order will be fresh and ready at your scheduled pick up time. Available at participating restaurants. Contact the restaurant for pricing and menus.

All our restaurants are closed Christmas Day and Lawry’s Carvery is closed on Thanksgiving.

Give the Gift of Lawry’s, Get a Gift From Us!

Lawry’s Gift Cards and new E-Gift Cards are the one-stop solution for everyone on your holiday gift list, and they’re a great



deal! For every \$125 you spend on Gift Cards between Nov. 1-Dec. 31, you’ll receive a complimentary Holiday Bounceback Card worth \$25. (Bounceback card valid Jan. 2-Mar. 31, 2017, except Feb. 14 and Mar. 17.)

Our new E-Gift Cards allow you to send a gift card easily and securely to friends and family, even at the last minute.

If you are a Lawry’s VIP Rewards member, you’ll earn one point for every dollar spent on gift cards. (Points will not be earned on redemption of Gift Cards.) Purchase them at our restaurants, at LawrysOnline.com or call (866)-LAWRYS1 (866-529-7971).



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Looking at Lawry's Honors from the Coast to the Heartland



Executive Chef, Dave Simmons

Three of Lawry's restaurants continue to receive acclaim on both the local and national level.

The Corona del Mar Business Improvement District, a wing of the city's Chamber of Commerce, presented an Honorary Beautification Award to Five Crowns, our landmark Southern California fine dining restaurant. The award follows the recent remodel and is a reflection of

the wonderful response we've been getting for our efforts.

At the same time, U.S. Congressman Dana Rohrabacher, State Senator John Moorlach, and Newport Beach Mayor Diane Dixon offered congratulations along with Certificates of Recognition marking Five Crowns 50th Anniversary last year.

The American Culinary Foundation, the national organization of professional chefs and cooks gave Awards of Excellence in Fine Dining to Lawry's The Prime Rib, Las Vegas and Lawry's The Prime Rib, Chicago. Respective Executive Chefs Dave Simmons and Leonard Delgado were justly proud of their peers' praise.

Lawry's restaurants remain vital members of their communities while consistently offering our guests the finest in food and hospitality.

Il Cibo Significa L'Amore (Food Means Love)

In August, a devastating earthquake struck Italy's Apennine Mountains. Hardest hit was Amatrice, the medieval village known for the pasta dish that bears its name. On hearing the news, SideDoor, Corona del Mar joined restaurants around the world in support of the Italian Red Cross relief efforts by donating 100% of five days' sales of the gastropub's *bucatini all'amatriciana* to the cause. The toothsome plate features hollow spaghetti-like noodles covered with a perfectly blended sauce that balances the acidic sweetness of tomatoes with rich *guanciale* (cured pork jowl), savory cheese and a touch of hot chili.



The fund raising idea was posted on Facebook and Instagram and described on the SideDoor menu. Executive Chef Steve Kling said, "It was wildly successful. Some folks ordered extra servings just so we could contribute even more."

It's gratifying to know when we make it possible for our guests to come together with us to support people in need, they'll respond with love and charity – and enjoy some tasty food too!