



MAY 17th 2010

Fleming's Prime Steakhouse-St. Louis

1855 S. Lindbergh Blvd.
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Successful restaurant industry veterans Paul Fleming and Bill Allen launched Fleming's in Newport Beach, California in 1998. Since the first Fleming's Prime Steakhouse & Wine Bar opened, we've raised the standard of excellence for steakhouses to a whole new level, winning awards all over the country for outstanding food, wine and service. Stylish, contemporary dining is the hallmark of Fleming's. As our name implies, our menu features the finest in prime beef, augmented by a tempting variety of chops, seafood, chicken, generous salads, inventive side orders and indulgent desserts. Our celebrated wine list, known as the Fleming's 100, boasts some of the finest wines in the world, all available by the glass.

Fleming's Prime Steakhouse & Wine Bar

Sweeps *Wine Enthusiast Magazine* Annual Awards with 64 Honors

Newport Beach, California, February 2010 – *Wine Enthusiast Magazine* recognized *Fleming's Prime Steakhouse & Wine Bar* with 64 awards, one for every restaurant open at the time of judging, in their annual America's Best Wine Lists for 2009. Fleming's received the Award of Distinction, The *Wine Enthusiast* Restaurant Awards for 2009, published in the February 2010 issue, were granted to the best restaurants in the world for wine. According to Karen Berman of *Wine Enthusiast*, awards "are based on the quality of the overall wine program. Selection, service, individuality and value are all considered," she adds. The magazine's panel of judges consists of wine experts, connoisseurs, and editors." We are thrilled to once again



be honored by *Wine Enthusiast Magazine*," says Fleming's Director of Wine, Marian Jansen op de Haar. "These highly-coveted awards validate our ongoing commitment to providing our guests with the ultimate dining experience." Fleming's is recognized for its innovative wine program that features the *Fleming's 100*TM wines-by-the-glass program. Each year, wines are selected after Jansen and Fleming's wine managers taste thousands of wines. A majority of these selections will appear on each *Fleming's* list throughout the country. Additional wines are selected at each location to reflect local regional tastes." The *Fleming's 100* is an honor roll of excellence from around the world. We look for balanced wines that complement our food, have a sense of place and are a good value," says Jansen op de Haar. This year's collection of 100 wines by the glass acknowledges the pleasure of discovering a great wine at a great value and features 30 wines available for \$10 a glass or less. Wine flights, served in Fleming's stylish "wine vine," give guests the opportunity to sample a trio of two ounce tastes. Comparing wines side-by-side is an excellent way for diners to educate their palates, experience a wide array of flavors, and discover new favorites. Fleming's features a daily white, red and a reserve Flight of the Night. A friendly, knowledgeable staff is available to assist guests with creating their own flight.



Marian Jansen op de Haar, 51, came from her native Netherlands to the United States in 1978. Once here, her initiation into the world of food and wine started at various gourmet shops, and she soon specialized in wine and cheese as a buyer for Marche Gourmet, a high-end gourmet shop in Scottsdale, Ariz. She moved on to become sommelier of Café de Perouges and Mr. Louie's, both in Phoenix, before returning to Scottsdale in a managerial role at the [Ruth's Chris Steak House](#), a high-end national chain of which nearly 100 locations have earned *Wine Spectator* Restaurant Awards.

Jansen op de Haar joined Fleming's Prime Steakhouse & Wine Bar in 1998 as a consultant and has served as national wine director for the chain since 2000. Based at the Fleming's in Newport, Calif., she is responsible for creating the company's wine list and thoroughly educating the staff about wine.



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**This Month at Fleming's
Experience Something New**

The next time you visit Fleming's, there will be some new delicious items on the menu. They all have roots in culinary history as traditional dishes, but we've updated them in fresh new ways, giving them what we call the "Fleming's flair."

You'll discover two new seafood entrées, an extremely tasty Tillamook Bay Petrale Sole and our new Salmon Nicoise Salad. This is our first entrée salad — a modern take with a "deconstructed" salad presented on a platter with refreshing salmon, rather than the traditional tuna. "Eating this salad reminds me of a sumptuous picnic in a Napa Valley vineyard," says our Executive Chef Russell Skall. "It's that good!"

We've also added two great new appetizers: Roasted Mushroom Ravioli and Lump Crab Louis Wraps, perfect for sharing or for those times when you just want a light dinner. And let's not forget our two new vegetable sides: Roasted Baby Carrots and Sautéed French Green Beans.

But the menu additions we're most excited about are a pair of new steaks. Actually, the word "new" doesn't even begin to describe them. These are bold, contemporary interpretations of great classics, so we've decided to call them "New Classics." They may well reignite your original love affair with steak.



"Prime Celebrations "An Exceptional Dinner Package for Prom and Graduation Night

Let the young adults in your life celebrate Prom and Graduation in style with our "Prime Celebrations" menu. This complete 3-course dinner offers an exceptional choice of appetizers, entrées, sides and desserts for \$50 per guest. Tax and gratuity are included, so you can even prepay the bill and make their evening out even more carefree and memorable.

"Legends of Golf" Wine Dinner Featuring Wines by Arnold Palmer, Greg Norman & Ernie Els



Golf and wine. Wine and golf. They just seem like a perfect pairing. Greg Norman certainly thinks so. As does Ernie Els. And Arnold Palmer. They all are great golfers, and all three are also making wonderful wines. Greg Norman produces his award-winning wines in Australia. Ernie Els from vineyards in his native South Africa. And Arnie from California's Central Coast. What a fantastic world of wine! And what better way to experience it than with our own version of matchplay – three delicious wines from these golfing legends paired with a 3-course dinner created especially for this unique evening.

For this year's golf wine dinner, we are excited to offer our first ever bison steak. Why bison? Well, what if you could eat a delicious steak with less fat than a salmon fillet and yet more protein than a cut of beef? That's bison. But it's the flavor that will grab you. Intensely beefy but a tad sweeter with a beautifully tender texture. This grilled bison ribeye is like a birdie on the 18th: sweetly satisfying.



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HEALTH MATTERS

Greens with Envy

By Bonnie Leibman (Nutrition action newsletter)

Spinach, kale, collards, mustard greens, beet greens, romaine lettuce, and other leafy greens. They're the standout vegetables, jam-packed with vitamins A, C, and K, folate, potassium, magnesium, iron, lutein, and phytochemicals. And it's not unusual to see studies on diet and disease give them special recognition with a phrase like "vegetables—especially green leafy vegetables—were associated with a lower risk of..." All vegetables are good vegetables. But greens have something more going for them. Here's a sampling of some findings—and a few hunches—that may explain what's so good about greens.

EYES

As you age, your eyes age. The older lens no longer adjusts as well to see accurately at different distances, and the older pupil no longer dilates as much to let light reach the retina. An 80-year-old retina receives one-sixth the light of a 20-year-old retina in a well-lit room and one-sixteenth as much light in a darker room. On the bright side, two carotenoid pigments in leafy greens—lutein and zeaxanthin—may help protect both the lens and the retina. "Leafy greens are incredibly high in lutein and zeaxanthin, so just one or two servings a week places people in the highest intakes," says Julie Mares of the Department of Ophthalmology and Visual Sciences at the University of Wisconsin. Researchers got interested in the two carotenoids in part because both concentrate in the eye. "The macular pigment is composed of lutein and zeaxanthin," says Mares. "The concentration in the macula is 100-fold higher than in the blood." What's more, she adds, "they're the only carotenoids that accumulate in the lens, though the level in the lens is much lower than in the macula." How might lutein and zeaxanthin protect the eye? "In both the lens and the retina, we suspect that they act as antioxidants that scavenge marauding oxygen molecules called free radicals," says Mares. "In the retina, we think that they also act as a filter that absorbs short wavelength—or blue—light, which is toxic to the retina."

BONES

Which foods keep your skeleton strong? Most people would never think of kale, collards, spinach, and other greens as bone builders. Yet researchers suspect that green leafy vegetables protect bone because they're loaded with vitamin K. "They're the best known source of vitamin K," says Sarah Booth of the Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University in Boston. "It's part of photosynthesis, so anything that's green has vitamin K." Vitamin K is best known for its ability to help blood clot, but a growing body of evidence suggests that it does much more. "Vitamin K is important for proper functioning of bone-dependent proteins," explains the Research Center's Katherine Tucker. "Bone is constantly breaking down and rebuilding, and it needs those proteins to rebuild."

THE BRAIN & BEYOND

Researchers are hunting down clues that leafy greens may do more. For example

- **Memory.** Women who consumed the most leafy greens had less cognitive decline—that is, a smaller drop in memory and other test scores over two years—than did women who consumed the fewest green leafy vegetables.
- **Colon Cancer.** Men who consumed the most green leafy vegetables (about two servings per day) had a 14 percent lower risk of colorectal cancer than those who consumed the least (about one serving per week). Some researchers think that the chlorophyll in green vegetables may counter the harm caused by heme, the iron carrying pro-oxidant pigment that gives meat its red color.
- **Stroke.** In a study of more than 75,000 women and 38,000 men, the risk of nonhemorrhagic stroke (which accounts for 80 percent of all strokes in the United States) was about 20 percent lower for every serving of green leafy vegetables people consumed per day, though other vegetables were also linked to a lower risk. And if those potential benefits—which need to be confirmed—aren't convincing, it's indisputable that leafy greens are a low-calorie, nutritional powerhouse. "They've got vitamin K, potassium, and magnesium, along with antioxidants and other phytochemicals that are not well understood but that may also have protective effects," says Tucker. "They're super foods."