



**For Immediate Release**

## **Celebrating 25 Years of Excellence!**

The first International Lawry's just turned a quarter-century old

**SINGAPORE, 28<sup>th</sup> June 2024** – In a fast-moving city always searching for the latest trend, any establishment that lasts almost three decades seems a dominant force. The ever-fickle nature of the restaurant business makes it even harder to find a place with true staying power. From its original conception in the U.S. in 1938, Lawry's the Prime Rib has 10 restaurants open in Asia and 2 in the States.



**Original Exterior of Lawry's The Prime Rib, 1938**

### **Making the Cut**

Lawry's Singapore carries forth a culinary experience steeped in heritage. Less than five per cent of all beef sold in America meets the strict standards of Lawry's, yet the top-grade beef that is served is of the same quality today as it was when the restaurant first started. Each standing rib roast is aged for up to 28 days to heighten tenderness, then slowly roasted on beds of rock salt to force the juices inwards and



**Original Interior of Lawry's the Prime Rib, 1938**

ensure uniformly juicy, flavourful meat. It is then carved from the famous Silver Carts and served with the table-side showmanship of the Original Spinning Bowl Salad. The tradition of Lawry's Yorkshire pudding baked in individual copper skillets, tableside spinning bowl salad and baked Idaho russet potatoes cooked in hearth ovens will continue; and guests can expect the familiar impeccable standards of service that have made Lawry's synonymous with the finer things in life.

### **Lawry's The Prime Rib Singapore**

333A Orchard Road • #04-01/31 Mandarin Gallery • Singapore 238897

Tel: (65) 6836-3333 • Email: [reservations@lawrys.com.sg](mailto:reservations@lawrys.com.sg) • Website: <https://lawrys.com.sg>



## A Cause for Jubilation

To kick off its month-long 25<sup>th</sup> Birthday Celebration, Lawry's Singapore presents the 4-Course Anniversary Set Menu. The menu offers a selection of the finest ingredients – *Signature USDA Prime Rib, Chargrilled Lamb Saddle, Pan Seared Sea Bass, the Original Spinning Bowl Salad* and a rich *carrot walnut cake*. A well-loved children's menu with smaller portions of several menu favourites will also be available for younger guests.



Lawry's The Prime Rib Singapore, Present Day

## Opulent and Limited Edition Gifts



Lawry's Limited Edition Spice Box

In the month of July, guests get to experience Lawry's like no other. Those who dine in spend above \$1,000++ will take home a complimentary bottle of Limited-Edition Lawry's Private Label Cabernet Sauvignon, only 1 of 300 in circulation. For guests who much prefer hosting at home, the Limited Edition Lawry' Spice Box is complimentary with every order of a 6kg Prime Rib.

The Anniversary Day 5-Course Set Menu will be available daily in July and August 2024 at \$159++ per guest.

Tables are available at (65) 6836 3333 or [reservations@lawrys.com.sg](mailto:reservations@lawrys.com.sg).

Early reservations are strongly recommended to avoid disappointment.



Lawry's Limited Edition Private Label Cabernet Sauvignon

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## ANNEX

For high-resolution images and menus, please refer to the press kit [here](#).

### Anniversary 4-Course Set Menu

**Anniversary 4-Course Set Menu at \$159<sup>++</sup> per guest**

**Kids menu at \$69<sup>++</sup> per guest**

*Available for lunch and dinner from 1<sup>st</sup> July 2024 to 31<sup>st</sup> August 2024*

### 25<sup>th</sup> Anniversary Highlights

- Enjoy a **Complimentary Bottle of Limited Edition Lawry's Private Label Cabernet Sauvignon** with a minimum spend of \$1,000<sup>++</sup> when you dine in
- Receive a **Complimentary Lawry's Spice Box Set** with every takeaway and delivery order of Lawry's 6kg Prime Rib To Go.

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### **About Lawry's the Prime Rib Singapore**

Located in the heart of Orchard Road, Lawry's The Prime Rib Singapore is distinguished for its exceptional American cuisine; serving only the best.

Overlooking the vibrant streets of Orchard Road through the 4-metre high floor-to-ceiling windows, Lawry's boasts a seating capacity of up to 160. It exudes an air of opulence with its sleek interpretations of luxury.

Be prepared to indulge in their authentic Signature Prime Rib of Beef! Each standing roast is aged for up to 28 days to heighten tenderness and slowly roasted on beds of rock salt, a method that forces the juices inward and ensures uniformly juicy and flavourful meat. It is then carved from the famous Silver Carts and served with table-side showmanship of the Original Spinning Bowl Salad. End your meal on a sweet note with Lawry's Signature dessert- the Strawberry English Trifle.

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**Website:** <https://lawrys.com.sg>

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**ANNIVERSARY**  
**4-COURSE SET MENU**

Freshly Baked Assorted Soft Rolls

**STARTER**

**THE FAMOUS ORIGINAL SPINNING BOWL SALAD**

Romaine Lettuce | Iceberg Lettuce | Beetroot | Baby Spinach | Eggs | Croutons | Lawry's Vintage Dressing

**APPETIZER**

**ØRA KING SALMON TARTARE**

**ENTRÉE**

*One choice of the following*

**SIGNATURE ROASTED USDA PRIME RIB OF BEEF**

150grams Signature Roasted Prime Rib of Beef | US Idaho mashed Potatoes  
Yorkshire Pudding | whipped Cream Horseradish  
*Choice of creamed Corn, creamed Spinach or buttered Peas*

**CHARGRILLED LAMB SADDLE**

Chargrilled Lamb Saddle | Lyonnaise Potatoes | Lamb jus | seasonal Vegetables

**PAN SEARED SEA BASS**

Pan-seared Sea Bass | sauteed Green Kale | Saffron Pernod Cream sauce

**DESSERT**

**CARROT WALNUT CAKE**

**BEVERAGE**

**A GLASS OF MINUTY PRESTIGE ROSÉ**

159++ per guest

*Available from 1<sup>st</sup> July - 31<sup>st</sup> August 2024, except 9 Aug 2024.*

*Strictly not available in conjunction with any other promotions, offers, vouchers and discounts, including bank discounts.*

**Lawry's The Prime Rib Singapore Pte Ltd**

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