



LAWRY'S HISTORY

In 1938, Lawrence L. Frank and Walter Van de Kamp co-founded the original Lawry's The Prime Rib on La Cienega Boulevard, in Beverly Hills, California. It originated from Lawrence's dream of creating a restaurant featuring the memorable standing ribs of beef served on Sundays in his boyhood home.

Lawrence's instincts told him the restaurant should be elegant, but not intimidating. It should be understandable and appeal to all. Much of the splendor was to be in the way each part of the dinner was prepared and presented. He designed the famous "silver" carts (actually hammered out of stainless steel) for carving the beef tableside.

Another innovation was Lawry's Seasoned Salt, which Lawrence created in his home kitchen especially for the beef served in the restaurant. In later years, under his son Richard's leadership, the salt became America's most popular formulated seasoning and Lawry's Foods, Inc., the small family food products company that manufactured it, grew into a multi-million-dollar business. That company was sold in 1979 to Thomas J. Lipton, Inc., a division of Unilever N.V.

In 2008 Unilever sold the Lawry's brand to McCormick & Co., who is now responsible for the development, marketing and sales of Lawry's Seasoned Salt and other food products.

A second Lawry's The Prime Rib opened in Chicago in 1974, followed by additional locations in Dallas in 1983 and Las Vegas in 1997. Lawry's The Prime Rib restaurants also operate internationally in Singapore, Tokyo, Taipei, Hong Kong, Seoul and Osaka.

Through the years, the basic elements of Lawry's The Prime Rib have remained virtually unchanged. Today, the third and fourth generations of the Frank and Van de Kamp families continue the nearly one-hundred-year-old Lawry's Restaurant legacy. The family continues to follow the Code of Ethics displayed here in the restaurant, written by the senior Richard, and based on his father's and uncle's philosophies.

Changes and improvements have been made to meet today's demands, but the meals served here remain timeless - and still every bit Lawry's.

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10 FUN FACTS ABOUT LAWRY'S!

1. Lawry's The Prime Rib opened June 15, 1938 in Beverly Hills, California.

2. The \$6,400 cost of building the first two silver carts represented 20% of the restaurant's initial capital investment.

3. One "silver" cart cost \$3,200 in 1937 – roughly equal to the price of a brand new Cadillac at that time.

4. The USD\$32,000 price tag for a new silver cart today is still comparable to that of a Cadillac.



5. Our carvers train for 6 months to become experts at hand-carving our prime rib tableside. Only the best "make the cut" to become one of the Royal Order of Carvers.

6. Lawry's The Prime Rib has served over 10,000,000 pounds of beef over its 75-year history!



7. The Famous Original Spinning Bowl Salad is as unique to Lawry's The Prime Rib as our silver carts. Servers stand on their tiptoes to achieve the perfect pour of our Vintage dressing.



8. Lawrence Frank experimented every night for three months in his home kitchen to develop the blend of 17 herbs and spices that would become Lawry's Seasoned Salt.

9. Seasoned Salt was so popular, it routinely disappeared off the restaurant's tables. We got the hint. This led to the development of a multimillion dollar international spice company.

10. From the beginning, founder Lawrence Frank insisted all employees call each other "co-workers" to encourage team spirit and mutual respect. The term is still used today.