



# LICENSING OPPORTUNITIES

## OPPORTUNITY DESCRIPTION

Lawry's The Prime Rib is an internationally renowned fine dining restaurant specializing in prime rib served tableside from gleaming silver carts, delivered with warm hospitality and a distinctive flourish. Our family owned business has been creating a legendary dining experience for over 80 years.

## DEVELOPMENT ASSISTANCE

We offer unique floor plans, complete training manuals, marketing assistance and promotional material. In-depth assistance during the design/construction process.



## LICENSE FACTS

LICENSING SINCE: 1996

TOTAL UNITS: 11 IN 6 COUNTRIES

INITIAL LICENSE FEE FOR TWO UNITS: \$450,000

CAPITAL INVESTMENT: MINIMUM US\$4,500,000

ROYALTY FEE: 4% OF GROSS RESTAURANT SALES

ADVERTISING FEE: .25%



## AWARDS

*TripAdvisor* Travelers' Choice Award 2019  
'Top 10 Fine Dining Restaurants'

*Open Table* Diners Choice Award

*Open Table* Most Booked Restaurant  
Los Angeles/Orange County California

*Zagat*, Top Rated List  
"The prime rib is perfection." "It's a true classic."

*TripAdvisor* Certificate of Excellence, 7 years running

*Wine Spectator* Award of Excellence

## QUALIFICATION REQUIREMENTS

We are looking for candidates with a passion for our brand history who have successful experience in the restaurant or hospitality sectors. Candidates should have capital or access to capital of a minimum of US\$4,500,000 to invest in the initial two units.

## MARKET GROWTH

We are seeking area & regional licenses in Asia, Europe, Latin America and the Middle East. For additional information, visit: [LawrysLicensing.com](http://LawrysLicensing.com)

