

# SMITH & WOLLENSKY



## PROFILE

Since the original Smith & Wollensky opened in 1977, the restaurant has been known as the quintessential New York steakhouse. However, Smith & Wollensky is much more than a steakhouse. It is a great restaurant in all senses, offering delicious food, fine wines and exceptional customer service. It is no wonder that Smith & Wollensky is the restaurant of choice for epicureans of discerning taste, with many celebrities among its regular clientele. After more than 20 years of success in New York, the company began its expansion in 1997. Today, Smith & Wollensky Restaurants can be found in major cities across the United States, including Miami Beach, Chicago, New Orleans, Las Vegas, Washington, D.C., Philadelphia, Columbus, Ohio, Dallas, Houston, and Boston. Smith & Wollensky Restaurant Group also operates five other restaurants including Cité, Maloney & Porcelli, Manhattan Ocean Club, Park Avenue Café, and The Post House.

## “A STEAKHOUSE TO END ALL ARGUMENTS”

While Smith & Wollensky is the quintessential New York steakhouse, and the tradition, superior food, and standards of excellence permeate all Smith & Wollensky locations, each restaurant has successfully distinguished itself by incorporating local dishes, culture and design.

The Smith & Wollensky restaurant in New York typifies the company’s approach and has been described by *The New York Times* as “a steakhouse to end all arguments.” The essential elements of the Smith & Wollensky concept are:

- ❑ **Critically Acclaimed Food:** Smith & Wollensky strives to provide its customers with the finest cuisine.
  - **Dry-Aged Beef** – Smith & Wollensky offers only USDA prime-grade beef served in generous portions. Unlike most other high-end restaurants, each Smith & Wollensky butchers and dry-ages its beef on the premises. Although the dry-aging process is expensive and time-consuming, the company is dedicated to producing a more flavorful and tender steak.
  - **Exceptional Menu** – Smith & Wollensky’s menu also offers the highest quality seafood (including three-to-thirteen-pound lobsters), veal, lamb and poultry. To complement its main courses, Smith & Wollensky serves both classic and unique appetizers, such as the three-tier seafood bouquet, along with traditional side dishes like creamed spinach and onion rings. No Smith & Wollensky meal would be complete without one of the many specialized items prepared by highly trained pastry chefs. Traditional items, like cheesecake and carrot cake, are also offered.
  
- ❑ **Great American Wine List:** Fine wine is an integral part of the Smith & Wollensky dining experience. In September 2003, Smith & Wollensky unveiled its *Great American Wine List*, offering an extraordinary compilation of American wines. The new list is a collection of over 650 of the finest wines produced in the United States, showcasing new verticals, cult wines, American classics, and an *Undiscovered Gems* collection of widely unknown, but exceptional wines rarely found on conventional wine lists. The *Great American Wine List* will be rolled

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out to each Smith & Wollensky restaurant by the end of 2004 and will vary to include regional wines at each location.

- ❑ **Distinctive Décor and Design:** Smith & Wollensky believes that a unique décor is essential to the creation of a fine dining experience.
  - **Décor** – Each Smith & Wollensky restaurant features hardwood floors, polished brass, dark wood accents and authentic Americana folk-art dating from 1900 – 1940. Each restaurant’s exterior, complete with traditional awnings, incorporates Smith & Wollensky’s signature green and white colors.
  - **Design** – In addition to the distinctive décor, each restaurant features a design that creates small dining areas and enhances efficiency. In order to ensure the hottest food and the best service, each Smith & Wollensky restaurant has kitchens located on each floor. Additionally, each Smith & Wollensky location offers outdoor dining, allowing customers to enjoy their meals *en plein air*.
  - **“Kitchen Table”** – Each Smith & Wollensky, other than the Philadelphia location, also has a “kitchen table” in a glass-enclosed area within the main kitchen. This unique feature allows customers to observe the inner workings of the restaurant and interact with Smith & Wollensky’s expert chefs as their dinner is prepared.
  
- ❑ **Wollensky’s Grill:** Most Smith & Wollensky units incorporate a Wollensky’s Grill, a more informal alternative which offers menu selections similar to those offered at Smith & Wollensky but in smaller, lower-priced portions, as well as hamburgers and sandwiches. Wollensky’s Grill generally has a separate entrance and offers expanded late-night hours. In several locations the Wollensky’s Grill menu is offered in addition to the Smith & Wollensky restaurant menu in the main dining room.
  
- ❑ **Banquet Facilities:** All Smith & Wollensky units have banquet facilities geared to host events that generate higher per-person average checks than do the restaurants. Most Smith & Wollensky restaurant locations have separate banquet managers who coordinate these.

## YOUR LOCAL SMITH & WOLLENSKY

- ❑ **New York** – The original S&W is one of the most popular and most visited restaurants in New York. It is known for its eclectic artwork and unique ambience, including hundreds of brass plates holding the names of its best customers. But don’t just come to look around – be sure to sample the delicious dry-aged steaks, split-pea soup and savory creamed spinach.
  - **Opened:** October 13, 1977
  - **Capacity:** 420
  - **Executive Chef:** Victor Hugo Chavez, a 20-year veteran of Smith & Wollensky. Chef Chavez is a graduate of C.I.A. and Culinary Tour of Europe. He is a native of Ecuador and enjoys cooking on the barbecue.
  - **Operating Hours:** Monday – Friday: 11:30 a.m. to 11:30 p.m.; Saturday and Sunday: 5:00 p.m. to 11:30 p.m.; Wollensky’s Grill: 11:30 a.m. to 2:00 a.m., seven days. Closed Thanksgiving Day, Christmas Day and New Year’s Day.
  - **Contact Information:** 797 Third Avenue & 49th Street, New York, NY 10022  
Tel. 212-753-1530; Fax 212-751-5446

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- ❑ **Miami Beach** – The location of S&W Miami Beach, on the magnificent waterfront in South Beach, offers breathtaking views of the ocean and Miami’s downtown skyline. Executive Chef Robert Mignola has developed a menu based on the New York steakhouse, but incorporating Florida specialty products.
  - **Opened:** December 9, 1997
  - **Capacity:** 600
  - **Executive Chef:** Robert Mignola, who worked at another Smith & Wollensky Restaurant Group restaurant, The Post House, for 10 years. Chef Mignola left The Post House in 1996 for Central America, where he acquired firsthand knowledge of the local cuisine, culture and history.
  - **Operating Hours:** Monday – Saturday: noon to 2:00 a.m.; Sunday: 11:30 a.m. to 2:00 a.m.
  - **Contact Information:** 1 Washington Avenue in S. Pointe Park, Miami Beach, FL 33139  
Tel. 305-673-2800; Fax 305-673-5943
  
- ❑ **Chicago** – The inside of S&W Chicago has a turn-of-the-century casual elegance, with shining brass and dark wood accents. The location provides intimate views of the Chicago River and of the city’s famous “loop.”
  - **Opened:** April 13, 1998
  - **Capacity:** Restaurant: 500; Total: 765
  - **Executive Chef:** Hans Aeschebacher, who celebrated his 50<sup>th</sup> anniversary in the kitchen in 2002. Chef Aeschebacher enjoys cooking all types of cuisine, from American to Mediterranean, and cooks every chance he gets. He is very involved in local events and charities, and was the first chef ever to appear on the Oprah Winfrey show.
  - **Operating Hours:** Monday – Saturday: 11:00 a.m. to 11:30 p.m.; Sunday: 11:00 a.m. to 11:30 p.m.; Wollensky’s Grill: 4:00 p.m. to 2:00 a.m., seven days.
  - **Contact Information:** 318 North State Street at Marina City, Chicago, IL 60611  
Tel. 312-944-4414; Fax 312-943-5333
  
- ❑ **New Orleans** – S&W New Orleans is located in the historic Maylie’s building, erected in 1876. The building once housed the restaurant of Executive Chef Robert Bruce’s grandfather, Willie Maylie. Located only blocks from the Superdome in New Orleans’ central business district, S&W New Orleans offers prime steaks in a prime location.
  - **Opened:** October 28, 1998
  - **Capacity:** Restaurant: 400; Total: 510
  - **Executive Chef:** Robert Bruce
  - **Operating Hours:** Monday – Friday: 11:30 a.m. to 11:00 p.m.; Saturday – Sunday: 5:00 p.m. to 11:00 p.m.; Wollensky’s Grill: 11:00 a.m. to 2:00 a.m., seven days.
  - **Contact Information:** 1009 Poydras Street at S. Rampart, New Orleans, LA 70112  
Tel. 504-561-0770; Fax 504-561-0747
  
- ❑ **Las Vegas** – Like Vegas itself, this Smith & Wollensky location is bustling with energy until the wee hours of the morning. The only freestanding restaurant on the Strip, the restaurant is located just across from the Monte Carlo and New York–New York, and is the largest restaurant in the city. The restaurant offers its own private valet parking and the best steaks in town.

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- **Opened:** December 1, 1998
- **Capacity:** 650
- **Executive Chef:** John Piccolino
- **Operating Hours:** Monday – Friday: noon to midnight; Saturday – Sunday: 5:00 p.m. to midnight; Wollensky’s Grill: 11:30 a.m. to 4:00 a.m., seven days.
- **Contact Information:** 3767 Las Vegas Boulevard (opposite the Monte Carlo); Las Vegas, NY 89109  
Tel. 702-862-4100; Fax 702-933-3931

☐ **Washington, D.C.** – On D.C.’s restaurant row, Smith & Wollensky’s green and white awning prominently stands out. S&W D.C. is a hot favorite local business executives, lawyers and Capitol Hill politicians on a daily basis. The classic original New York restaurant inspired the layout and menu; it also offers specialties like mustard-crusting tuna and smoked pastrami salmon.

- **Opened:** December 9, 1999
- **Capacity:** 310
- **Executive Chef:** Randall Johnson has had a long and illustrious career with the Smith & Wollensky Restaurant Group. He has worked at Smith & Wollensky restaurants in Las Vegas, Philadelphia, Washington D.C, and the Park Avenue Café in New York.
- **Operating Hours:** Monday – Friday: noon to 11:00 p.m.; Saturday – Sunday: 5:00 p.m. to midnight; Wollensky’s Grill: 11:30 a.m. to 2:00 a.m. Monday – Saturday; closes 5:00 p.m. Sundays.
- **Contact Information:** 1112 Nineteenth Street, NW; Washington, DC 20036  
Tel. 202-466-1100; Fax 202-728-2020

☐ **Philadelphia** – S&W Philadelphia is located at the AAA Five-Diamond Rittenhouse Hotel, which means that exceptional service and top-notch food are in abundance. The traditional two-story building allows for breathtaking views as the seasons change in the city of brotherly love.

- **Opened:** June 19, 2000
- **Capacity:** 260
- **Executive Chef:** Andres Tzul
- **Operating Hours:** Monday – Friday: noon to midnight; Saturday – Sunday: 5:00 p.m. to midnight; Wollensky’s Grill: 11:30 a.m. to 2:00 a.m., seven days.
- **Contact Information:** 210 West Rittenhouse Square (at The Rittenhouse Hotel), Philadelphia, PA 19103  
Tel. 215-545-1700; Fax 215-545-8918

☐ **Columbus** – Located in the highly trafficked Easton Town Center, the prominent green and white façade of Smith & Wollensky stands out like a beacon for steak lovers. Specializing in fresh seafood, lobster and assorted steaks and chops, Smith & Wollensky is well recognized for its generous portions, seasoned service staff and pop Americana ambience.

- **Opened:** June 3, 2002
- **Capacity:** 389
- **Executive Chef:** Wayne Schumaker
- **Operating Hours:** Monday through – Saturday 11:30 a.m. to 2:00 a.m.

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Sunday – 11:00 a.m. to 11:00 p.m.

- **Contact Information:** Located at the Easton Town Center, Columbus Ohio  
Tel. 614-416-2400

❑ **Dallas** – Located in the affluent North Dallas area, where steak lovers driving by can see the prominent green and white façade right off the Tollway, the Dallas restaurant introduces Texans to Smith & Wollensky’s traditional menu and featured items from Wollensky's Grill. Specialty dishes include braised prime short ribs, tomato salad with Dallas buffalo mozzarella, and shellfish bouquets.

- **Opened:** March 17, 2003
- **Capacity:** 330
- **Executive Chef:** Tommy Elbasherry
- **Operating Hours:** Monday – Friday: 4:00 p.m. to midnight, Saturday: 5:00 p.m. to 1:00 a.m., Sunday: 5:00 p.m. to 11:00 p.m.
- **Contact Information:** 18438 North Dallas Parkway (Frankford at the Tollway). Tel. 972-930-9200; Fax 972-930-9204

❑ **Houston** – Located on Westheimer Road in the Galleria area, S&W Houston is the 10<sup>th</sup> in the family of Smith & Wollensky restaurants. The 14,000-square-foot site, which was formerly home to Anthony’s Restaurant, features the prime steaks, extensive wine selection, distinctive décor and exceptional service for which each Smith & Wollensky is famous.

- **Opened:** January 19, 2003
- **Capacity:** 400
- **Executive Chef:** Jason Miller – an eight-year veteran of steak houses, who has worked at Smith & Wollensky restaurants in Miami and Philadelphia, as well as at Park Avenue Café in New York and Chicago
- **Operating Hours:** 5:00 PM to 2:00 AM, seven days a week
- **Contact Information:** 4007 Westheimer Road in Highland Village. Tel. 713-621-7555; Fax 713-621-8250

❑ **Boston** – Located in the historic Armory castle building near the Boston Common, Smith & Wollensky Boston offers an extraordinary ambience. The prominent stone and brick medieval structure dates from 1891 and originally served as the headquarters for the First Corps of Cadets. The building has been on the National Historic Register since 1973. The first-floor gunroom, social hall, and museum floor have been converted to the main dining room, while the mezzanine is used for cocktails and dining overlooking the space below. An impressive fourth-floor Banquet Hall makes the restaurant one of Boston’s top destinations for large gatherings.

- **Opened:** Fall 2004
- **Capacity:** 300
- **Executive Chef:** Tindaro Losurdo
- **Operating Hours:** 5:00 PM to 11:30 PM, Sunday-Thursday;  
5:00 PM to 12:30 AM, Friday-Saturday
- **Contact Information:** 101 Arlington St. Tel. 617-423-1112.

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## THE PEOPLE OF SMITH & WOLLENSKY

- ❑ **Alan Stillman, Chairman, CEO and Founder** – Alan Stillman has created some of the most innovative restaurant themes in the U.S. His concepts for T.G.I. Friday's and Smith & Wollensky have earned him a reputation as one of the top restaurateurs of his time. Alan is extremely involved in all aspects of Smith & Wollensky. He regularly scouts for inspiration, location and artwork, and plans menus in the kitchen with his culinary staff. Alan decorated the original S&W completely in authentic Americana paintings, carvings and memorabilia. He continues his quest for artwork relentlessly, scouring auctions and galleries to find just the right touches for each restaurant. A recent addition to the Miami restaurant is a pair of carved, peeling wooden cranes from the 19<sup>th</sup> century.
  
- ❑ **Kevin Zraly, Vice President** – With an extraordinary passion for wine, Kevin Zraly has designed a seminar series focused on American wines for Smith & Wollensky patrons across the country, and implemented wine-service training for the restaurants' staff. Kevin was formerly wine director at the famed Windows on the World restaurant from its opening in 1976 to September 11, 2001, where he founded the highly successful Windows on the World Wine School and was famous for his charisma and unpretentious approach to wine. He is also author of the best-selling wine book *Windows on the World Complete Wine Course*, which has sold over two million copies worldwide. He is working on a new book about American wines in conjunction with the Smith & Wollensky Restaurant Group and Danielle Price, Smith & Wollensky wine director.



# SMITH & WOLLENSKY



## SMITH & WOLLENSKY TO GO

For those customers who love Smith & Wollensky steaks, and those who are unable to get to the restaurant as often as they'd like, Smith & Wollensky's outstanding products are available for order and can be shipped anywhere in the continental United States.

Smith & Wollensky products available for order online and in several restaurants include:

- ❑ **Smith & Wollensky Steak Sauce** – Delicious and versatile, this sauce is the perfect complement to any steak.
- ❑ **Smith & Wollensky Barbeque Sauce** – Delightful coffee barbeque sauce that can be enjoyed all year long.
- ❑ **Smith & Wollensky Steak Knives** – When serving extraordinary steaks, one should always use an extraordinary steak knife. These high-quality, super-sharp professional steak knives are used at all Smith & Wollensky steak houses. They feature wooden handles and custom-serrated blades etched with "Smith & Wollensky's Steak House."
- ❑ **Smith & Wollensky Steak Cookbook** – For those do-it-yourselfers, this cookbook offers wonderful recipes and a detailed, behind-the-scenes look at the country's most celebrated steakhouse.
- ❑ **Smith & Wollensky Gift Certificates** – Always a prized gift, these certificates are redeemable at all S&W steakhouses as well as other Smith & Wollensky Restaurant Group venues.

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## QUICK FACTS

<b>Smith &amp; Wollensky Was Established:</b>	<b>1977</b>
<b>Number of Smith &amp; Wollensky Restaurants:</b>	<b>11</b>
<b>Number of SWRG Restaurants:</b>	<b>16</b>
<b>Number of Seats at S&amp;W New York:</b>	<b>490 (including Wollensky's Grill)</b>
<b>Number of Seats in S&amp;W Restaurants:</b>	<b>300 – 765</b>
<b>Number of Bottles of Wine at S&amp;W New York:</b>	<b>25,000</b>
<b>Number of Bottles of Wine at S&amp;W Restaurants:</b>	<b>100,000</b>
<b>Number of Bottles of Wine in SWRG:</b>	<b>102,000</b>
<b>Number of Bottles of Wine Poured During Wine Week:</b>	<b>16,000</b>
<b>Number of Private Rooms at S&amp;W Restaurants:</b>	<b>62</b>
<b>Year Maylie's Building Was Erected (Site of S&amp;W New Orleans):</b>	<b>1876</b>
<b>Number of Pieces of Artwork in S&amp;W Restaurants:</b>	<b>800 – 1000</b>
<b>Pounds of Beef Sold in S&amp;W Restaurants Each Day:</b>	<b>6,715</b>
<b>Pounds of Beef Sold in S&amp;W Restaurants Each Year:</b>	<b>2,451,000</b>
<b>Number of Food/Wine Awards Won by S&amp;W Restaurants:</b>	<b>97</b>

**Smith & Wollensky was named for New York City residents chosen randomly out of the phone book.**



# SMITH & WOLLENSKY



## SMITH & WOLLENSKY RESTAURANT LOCATIONS

### ***New York***

797 Third Avenue & 49<sup>th</sup> Street  
New York, NY 10022  
Tel. 212-753-1530  
Fax 212-751-5446

### ***Boston***

101 Arlington Street  
The Castle at Columbus Ave.  
Boston, MA 02116  
Tel. 617-423-1112

### ***Chicago***

318 North State Street at Marina City  
Chicago, IL 60611  
Tel. 312-944-4414  
Fax 312-943-5333

### ***Columbus***

4145 The Strand West  
Easton Town Center  
Columbus, OH 43319  
Tel. 614-416-2400  
Fax 614-416-2401

### ***Dallas***

18438 North Dallas Parkway  
Dallas, TX 75287  
Tel. 972-930-9200  
Fax 972-930-9204

### ***Houston***

Highland Village  
4007 Westheimer Road  
Houston, TX 77027  
Tel. 713-621-7555  
Fax 713-621-8250

### ***Las Vegas***

3767 Las Vegas Boulevard  
(opposite the Monte Carlo)  
Las Vegas, NV 89109  
Tel. 702-862-4100  
Fax 702-933-3931

### ***Miami Beach***

1 Washington Avenue in S. Pointe Park  
Miami Beach, FL 33139  
Tel. 305-673-2800  
Fax 305-673-5943

### ***New Orleans***

1009 Poydras Street at S. Rampart  
New Orleans, LA 70112  
Tel. 504-561-0770  
Fax 504-561-0747

### ***Philadelphia***

210 West Rittenhouse Square  
(in The Rittenhouse Hotel)  
Philadelphia, PA 19103  
Tel. 215-545-1700  
Fax 215-545-8918

### ***Washington, DC***

1112 Nineteenth Street, NW  
Washington, DC 20036  
Tel. 202-466-1100  
Fax 202-728-2020

# SMITH & WOLLENSKY



## ***Cité & Cité Grill***

120 West 51st Street  
New York, NY 10020  
Tel. 212-956-7100  
Fax 212-956-7157

## ***Maloney & Porcelli***

37 East 50<sup>th</sup> Street  
(between Park & Madison Avenues)  
New York, NY 10022  
Tel. 212-750-2233  
Fax 212-750-2251

## ***Manhattan Ocean Club***

57 West 58th Street  
(between 5th & 6th Avenues)  
New York, NY 10019  
Tel. 212-371-7777  
Fax 212-371-9362

## ***Park Avenue Café***

100 East 63rd Street  
New York, NY 10021  
Tel. 212-644-1900  
Fax 212-688-0373

## ***The Post House***

28 East 63rd Street  
New York, NY 10021  
Tel. 212-935-2888  
Fax 212-371-9264

## CONTACT INFORMATION

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