



SITE CRITERIA

Founded in 1998 by restaurateurs Paul Fleming and Bill Allen, the first Fleming's opened in Newport Beach, California. The vision was to create a unique steakhouse experience with an emphasis on generous hospitality, an inviting atmosphere and the very finest aged USDA Prime beef. In addition to inspired service and expertly prepared Prime Steak, our founders focused on an exceptional selection of wines for Guests to explore.

DEMO GUIDELINES

5-Mile

Median income	\$80,000+
Traffic Count (VPD)	30,000

PREFERRED CO-TENANTS

- Better quality retailers
- Grocery stores
- Specialty retailers
- Books stores
- Other restaurants

SPACE PARAMETERS

- Free Standing
- Lifestyle Center
- Neighborhood Strip Mall
- Power Center
- Regional Strip Mall
- Minimum of 125-145 parking spaces- valet required
- Minimum 190-280 seating capacity and 20-40 patio tables
- Minimum ceiling height of 10 feet
- Prefer patio design
- Minimum of 55 feet of frontage
- 15 mile radius between other Flemings restaurants
- Patio 1,000-1,500 sf outside covered patio area



SEEKING SITES

- Nationwide
- 5,000 - 6,000 SF
- Outdoor Seating

