

PRIME TIME NEWS[®]



**NOW
OPEN!**

**Milwaukee's
Grill Your Own!**



Milwaukee Makes Six!

The Prime Quarter Steak House[®] began as one single location in Madison just minutes from our state's Capitol. It was a brand new concept in quality dining because it's everything a great beef dinner should be! Quality

USDA Choice beef, hot out of the oven, baked potatoes and a build your own salad bar with



two dozen items! Off with family and having fun around a hickory charcoal grill, a nice and you've got the best of an exceptional

dining value!

From Madison we opened a Prime Quarter in Green Bay, Janesville, Appleton, Princeton (Illinois) and now Milwaukee. Prime Quarter attracts the kind of customers who like to have fun and enjoy a great meal at the same time. Where else can you enjoy a huge USDA Choice steak and be with friends and family grilling indoors around a live hickory charcoal grill!

One of the finest attributes about The Prime Quarter Steak House customer is that because everyone is here for the exact same reason (to enjoy a great meal and be with friends), it's not unusual to meet new friends grillside.

We take a great deal of pride in our restaurants, and if we can improve on something, please let us know. We'd certainly like to hear from you.

(You can also call to let us know you really liked something!)

Is your Banquet at Stake?

Don't take a chance, let the Prime Quarter Steak House host your next banquet. Experience all that Prime Quarter has to offer your group with the personalized attention of the Prime Quarter

*Office Party
tonight at The
Prime Quarter*

Party Planners. Whether you're planning a wedding rehearsal, company dinner or sports banquet, let our experts work with you in choosing a menu that suits your taste and budget. Friendly atmosphere, delicious food and professional service. Give us a call and we'll take care of the rest.

Red, White & Confused

Wine is a great compliment to any meal and we are proud to offer a variety of quality wines for your dining enhancement. If you are new to enjoying wine, or have never tried it, you may be a bit unsure about how to choose a wine.

There really is no mystery in selecting the perfect wine, it just takes a bit of experimenting. Frankly, that's what learning about wines is all about! You'll try them and you will find one that you fall in love with. So, tonight, let the grapes fall where they may!











Although many books have been written about matching the "perfect" wine with a meal, the old adage "red wine with meat, white wine with fish" is not as important as what kind of wine simply tastes good to you. Period.

N.A. - A.C.
Bar / Grill

Simple Choices

Our USDA Choice Steaks



	T-Bone	22-23 oz.		Kansas City Strip Sirloin	18-19 oz.
	Top Sirloin	20-21 oz.		Teriyaki Top Sirloin	20-21 oz.
	Filet Mignon	10-11 oz.		Teriyaki Filet Mignon	10-11 oz.
	Beef Brochette	20-22 oz.		Teriyaki Beef Brochette	20-22 oz.
	Ribeye (Delmonico)	18-19 oz.		Catch of the day	10-12 oz.

How do you like your steak? See back page...

Simple Price...

You're the Chef	\$13.95
When our Chef prepares it for you	\$2.00 (Extra)
Child's portion (up to age 12)	\$4.95
6-8 oz. Top Sirloin, salad bar, baked potato & Texas toast	

A La Carte

Mushrooms & Onions	\$1.95	Build Your Own Salad Bar	\$5.95
Burgundy Mushrooms	\$2.75	Salad Bar & Baked Potato	\$6.95

Your dinner includes...



A selection of the above USDA Choice steaks or the catch of the day fish. A build your own, all you care to eat salad bar served on a chilled plate. A hot baked potato with your favorite toppings, and don't forget our famous Texas toast.



GRILLING TIPS

The Prime Quarter offers a full assortment of grilling ingredients grill-side to satisfy your individual taste buds. In addition to regular salt and pepper, garlic powder, a specially prepared seasoning salt & tasty Cajun Seasonings. Melted butter is available for individual basting if desired.

Our grill chefs are close by to offer helpful suggestions and make sure your steak is grilled according to your wishes. The guide below is approximate; grilling time will vary with the thickness of your steak.

 **Rare**
6-8 MINUTES PER SIDE
Steak has a cool red center.

 **Medium**
8-10 MINUTES PER SIDE
Steak has a warm pink center.

 **Well Done**
12-14 MINUTES PER SIDE
Steak has little or no trace of pink.

BEEF EATERS SPECIAL!

The Beefeater Special is a larger portion of USDA choice top sirloin. For \$24.95 you grill a 40 oz. steak. If you eat all your dinner in less than one hour and 15 minutes, including a trip to the salad bar, a baked potato and Texas toast, you will become a member of our Beefeater's Club®. This entitles you to a free gift certificate worth \$13.95, a free Prime Quarter club hat and apron and your picture taken for display in our lobby.

CURRENT RECORD:
4 MIN. 28 SEC.



SPLIT A STEAK SPECIAL

We realize that many of our steaks are so large that some guests can't eat one by themselves. We have a solution — **Split-A-Steak**. Any two guests can order one steak, each visit the salad bar, enjoy a hot baked potato and Texas toast for just **\$9.95 per person**.

TOAST TIPS

HERE'S A SURE FIRE WAY TO ENJOY PERFECT GOLDEN TOAST!

1. Place a fresh piece of Texas toast on the grill.
2. Toast each side until golden brown.
3. Butter and season to your liking. Enjoy!

And speaking about toasts, compliment your dinner with a bottle of wine from our new Captain's wine list.

How about a grill-side drink!

Imports

(German)

St. Pauli Girl
St. Pauli Girl Dark

Becks
Becks Dark
Haake Beck (NA)

Heineken
(Holland)

Corona
(Mexico)

Guinness Stout
(Ireland)

American Bottles

Miller
Miller Lite
Genuine Draft
Genuine Draft Light
Budweiser
Bud Light
Pabst
Old Style

Coors Light
Special Export Light
Michelob
Icehouse
Rolling Rock
Anchor Porter
Sharps (NA)
O'Douls (NA)

Ice Cold Drafts

Miller Lite
Berghoff
George Killian
Samuel Adams

Speciality drinks

Margarita
Strawberry Margarita
Daiquiri
Strawberry Daiquiri
Pina Colada
Coffee Drinks
Ice Cream Drinks
Any other suggestions?

WHAT ALES YA... BEER... Made from malted barley and flavored with hops. **ALE...** Slightly darker, more bitter and a fuller body than beer. **PORTER...** Type of ale with a rich, heavy flavor. Sweeter than regular ale, brewed like a stout but not as strong. **STOUT...** Extremely dark ale with a strong malt flavor and sweet taste. **PILSNER...** A pilsner is meant to convey the impression that the beer is a light, lagered beer. **BOCK...** Very heavy beer, darker and sweeter than regular beer. (Seasonal)



Check out our special drinks and complimentary appetizers during cocktail hour 4:00 - 6:30, Monday thru Friday



Red, White & Confused

From time to time this list will be updated to introduce you to more of the many fundamental terms of wine appreciation.



Frequently Asked Questions

What is wine?
Basically, fermented grapes. When grape juice is fermented, it becomes wine.

How is a wine aged?
Traditionally wine was aged and fermented in wood. Today wines are aged in stainless-steel tanks, glass-lined tanks, cement tanks or wood (usually oak).

Where is wine made?
Grapes require sun, rain and a calculated number of days in the growing season, and most importantly the proper temperature. Although wine is made throughout the world, Napa/Sonoma valleys in California and the Burgundy/Bordeaux regions in France provide ideal weather for producing the finest wines.

Is older wine better wine?
Simple wines are meant to be enjoyed young, while the more complex wines take time or aging to mature.

Terms You May Have Heard

Acidity
While all wines contain natural acids found in the grape, white wines have more acids than red wines.

Balance
Usually referred to the "harmoniousness" of the wine. Basic elements include a wine's acidity, sweetness, fruitiness, etc.

Body
Wines are described as light, medium and full-bodied in their "weight", "texture" and alcohol content.

Delicate
Light in flavor and body.

Dry
Wines in which much of the sugar has fermented into alcohol. Not sweet.

Fruity
Describes the fresh smell of the wine. Best enjoyed young because as the wine ages the fruit ages.

Sweet
These wines have a high sugar content. Either the wines were made from overripe grapes or perhaps sugar was added.

Tannins
Substances found in the skins and other parts of the grape growing process. Tannins act as a natural preservative and often bring a dryness.

Vintage
This is simply the year in which the grapes were harvested.

Whites Wines

Chardonnay
Chardonnay tends to be medium to full bodied. Each has its own aging process and reveal their own fine characteristics of richness and fruitiness.

Sauvignon Blanc
Simple white wines, crisp, meant to be drunk young. Often described as fruity.

Riesling
This is the best German wine grape. Low in alcohol. Flowery. It is often dry.

White Zinfandel
Rosy in color - sweet, light bodied, not complex, sometimes very grapey. Best served chilled.

Red Wines

Cabernet Sauvignon
Fullest of the reds; deep ruby red in color. Rich and full-bodied. Although good when opened, when allowed to breath, the taste becomes even fuller.

Merlot
Usually blended with other grapes. Medium to full-bodied. Some tannin, nice fruit, black cherry, will "open" slightly.

Pinot Noir
Light, fruity, some cherry, grapey, medium to full-bodied.

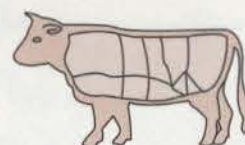
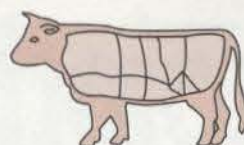
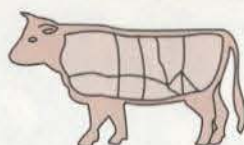
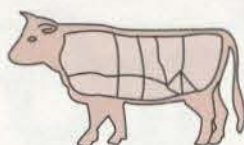
Red Zinfandel
This is less complex than the Cabernets. Some are smooth others are powerful. Best to read each individual label.



Free Dessert & Coffee if we don't ask!

If you're not offered fresh coffee and a delicious dessert after your dinner, please give us a gentle reminder. You'll receive both absolutely free from Prime Quarter!

How Do You Like Your Steak?



Everyone likes a steak cooked to perfection - it's just that everyone has a different definition of 'perfection'. There are some basics to remember when you step up to the grill.

Rare, medium and well-done are informal definitions for meat at different stages of doneness,

from rare to completely cooked. The thicker the steak, the longer heat will take to penetrate it.

Begin testing it for doneness three minutes before the end of the cooking time recommended. The quick test is to press on the meat with your tongue. This will allow the juices to escape. The softer the meat, the more rare it is.

You can gauge doneness by the color of the juices. When red droplets appear on the steak's

already seared upper side while the second side is still grilling, the meat is medium rare. Pink juices mean the meat is medium and clear juices mean well-done.

Remember, each steak will vary in cooking time and it is important to keep checking it while it is grilling. As always, the staff at Prime Quarter is here to help at any time.

Happy grilling!



A Gift of Fine Dining

A Prime Quarter gift certificate is perfect for any occasion. The congenial grill your own atmosphere is sure to be remembered for a long time by anyone on your gift list! *Ask your server for details!*

Senior Salute

All Seniors, age 62 and greater, deserve a Senior dining salute! Ask your waitperson for your very own Prime Quarter Senior Privilege Card®. This card entitles you to 10% off your dinner every time you dine with us at any location.

Remember when you were 18 and you were carded for age, well, proof of age is required. We're proud of our Senior Citizens!

Happy Birthday

Friends, great food and the unique Prime Quarter atmosphere, it just doesn't get any better! Celebrate your birthday with us and we'll treat you to a delicious piece of

cake and our own special rendition of "Happy Birthday."

Welcome to the Prime of your life... and Happy Birthday!"

The Recognition You Deserve

Our community's vitality depends on the local businesses which contribute their time and energy to help strengthen it. Prime Quarter Steak House is proud of your organization's efforts to help strengthen our community. Please send a letter describing your efforts to the corporate office address listed below. If your letter is chosen, let us treat you and your staff to a \$50.00 gift certificate.



Let Us Know What You Think!

If this is your first time, *welcome*. If you are a regular friend of ours, welcome back! We have found that friends recommend Prime Quarter to other friends. A date night out, a group after a sporting event, or a birthday... thank you for your patronage.

If there is something we're doing right we'd like to hear about it... and *more importantly*, if there is something we can improve on — please let us know. We want to become your #1 steak house and what you say counts! Please write us at our corporate address below. We look forward to hearing from you soon.

So You're On The Road A Lot.



Life After The Party.

In our continuing effort to promote the responsible drinking concept, we participate in the "Designated Driver Program."

"This program is designed to keep drunk drivers off of the roads," says Al Sanger, President of Prime Quarter. "Our goal is to encourage a climate of caring, in which residents & visitors of the community accept the responsibility for keeping friends safe."

When a group arrives, one person volunteers to be the designated driver and they are provided free soft drinks. This program is pro-active. Our friends who dine here can socialize & enjoy the fun, without risking an accident or drunk driving conviction.

Safety is an important commitment and we encourage you and your friends to support responsible drinking. We care about you.

Prime Quarter Steak House Corporate Office is located at 3520 E. Washington Ave. Madison, WI, 53704 & 608-244-3520

MADISON

3520 E. Washington Ave.
Minutes from the Capitol
(608) 244-3520

MILWAUKEE

3400 S. 108th Street
Hwy. 100 & Oklahoma Ave.
(414) 546-3403

JANESVILLE

1900 Old Humes Rd.
Hwy. 14 near Wal-Mart
(608) 752-1881

PRINCETON, IL

250 Backbone Rd. East
Minutes from I-80
(815) 872-3500

APPLETON

500 Westhill Blvd.
Near the Fox River Mall
(414) 738-1900

GREEN BAY

2610 Oneida St.
Minutes from Lambeau Field
(414) 498-8701