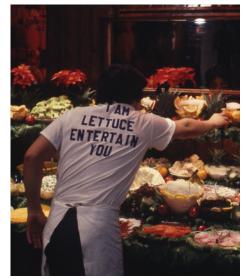


About Us

"Lettuce Entertain You started because of ideas. We are a group of entrepreneurs who work under one umbrella and it's our culture of caring that bonds us. Caring about the food, the service, our people and our guests."

> - Richard Melman, Founder & Chairman of Lettuce Entertain You Enterprises





ABOUT US

Lettuce Entertain You Enterprises, Inc., is one of the most influential, independently-owned restaurant groups in the country. Lettuce remains a family-owned organization that owns, manages and licenses more 60 brands and 130 restaurants in a dozen states including Illinois, Minnesota, Maryland, Nevada, Virginia, Washington D.C., Texas and Florida.

Lettuce was founded as a result of joining Richard Melman's innovative ideas with the business acumen of Jerry A. Orzoff, Melman's first partner. A successful realtor, Orzoff (who died in 1981 at the age of 45), played a crucial role in Melman's life as a friend and mentor. "Jerry was a guy I respected and related to. He believed in my ideas. Meeting him in 1970 was the turning point in my life."

Melman and Orzoff became business partners and created a hip burger joint geared toward young singles interested in rock music, casual clothes, healthy food and fun drinks. The menu was designed to appeal to a variety of tastes and included everything from vegetarian and macrobiotic foods to hamburgers, sandwiches, milkshakes and the first salad bar in Chicago.







RJ. Grunts opened in Lincoln Park on June 10, 1971 and soon became one of the hottest restaurants in Chicago and then the nation. It was iconoclastic in its day and is still considered a forerunner in the trend towards dining out as entertainment that swept the country in the early 1970's.

More unique concepts followed, and with each new restaurant the company grew and Melman's style continued to evolve. Since 1971, Lettuce has created high quality, successful restaurants that range from Michelin-starred fine dining to fast casual burger joints, from quick-serve Asian fare to upscale Italian cuisine, from sushi to Spanish tapas, and much more. In addition to these brick and mortar restaurants, Lettuce concepts and cuisine can also be found in sports stadiums, airports around the country and grocery stores.

Melman's guiding philosophy is that he is not interested in being the biggest, the richest or the most well-known restaurateur. He has always just wanted to be the best he can be. He places enormous value on the people who work for Lettuce and feels tremendous responsibility for their continued success.

Melman and Lettuce Entertain You show no signs of stopping. "We're a very disciplined organization. We run restaurants well," says Melman, who was honored with the James Beard Outstanding Restaurateur Award in 2011 and the Lifetime Achievement Award in 2015. "People think of us as creative-and I do believe we possess creativity, but more importantly, we play good solid ball. We surround ourselves with good people and we train them well. And, we work very hard." Adds Melman of Lettuce's success, "We've had the ability to give people what they want almost before they know they want it. You can call it trendsetting. I prefer to call it the ability to listen to people."









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