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For Immediate Release

The Palm Northbrook Celebrates Its First Anniversary of Steak & Status

NORTHBROOK, Ill. (Oct. 20, 2004) – As one of the oldest family-owned white tablecloth restaurants to expand across the United States, The Palm has celebrated more than a few birthdays and anniversaries throughout its distinguished history. At a time when even good restaurants come and go, recognition is certainly due for the first anniversary of the landmark eatery’s Northbrook location.

From coast to coast, people know that The Palm is synonymous with prime steaks, outrageously oversized lobsters and classic Italian favorites. When diners enter The Palm Northbrook, there is no doubt they are joining a party that has been going strong for three generations and one that has quickly become a North Shore tradition.

“Since our opening last November, The Palm has quickly become one of the premier upscale steak houses on the North Shore,” says General Manager Nelson Ham. “From our grand opening celebration last November and throughout the past year, guests have realized that the prime-aged steaks and succulent lobsters found in the original New York restaurant can be enjoyed right in their North Suburban backyards.”

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The Palm Northbrook Celebrates Its First Anniversary/Add One

Over the years, The Palm has become a place "to see and be seen" and the Northbrook location is no different. From Chicago Bulls and Bears players to Hollywood stars, celebrities have visited The Palm Northbrook because of its fine food, casual setting, and accommodating service.

For more than 75 years, The Palm Restaurant, the nation's classic American steak house, has proudly served huge cuts of prime beef, jumbo Nova Scotia lobsters, and authentic Italian dishes cooked to perfection with service and an atmosphere like nowhere else. Known as the "place to see and be seen," the famed walls of each Palm are adorned with the caricatures of celebrities, politicians and socialites who make up its impressive customer base. Through three generations, the Bozzi and Ganzi families who opened the original Palm in 1926 have maintained co-ownership of the restaurant company. The Palm currently operates 29 restaurants in 24 cities across the United States, Mexico and Puerto Rico, with plans to expand to Atlantic City, N.J. (2004) and San Diego (2005).

For more information on The Palm Northbrook, visit www.thepalm.com or call (847) 239-7256.

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