



504 N. BROADWAY AVE. OKLAHOMA CITY, OK 405.760.1714 REDPRIMESTEAK.COM

RESTAURATEURS PLAN NEW 'DESTINATION' CONCEPT

With RED Prime Steak, two of Oklahoma City's most successful restaurateurs will open a modern 'high-concept' restaurant in the Historic Buick, one of downtown's most visible and elegant buildings.

The focus is superpremium USDA prime steak, including Oklahoma's first dry-aged steaks and a number of highly sought-after cuts. Spice rubs, crusts and sauces infused with chiles and other vibrant flavors are at the heart of RED's inventive cuisine.

Keith and Heather Paul have established a reputation as highly talented rising restaurateurs. Two successful upscale restaurants – Cheever's Café and Iron Starr Urban BBQ -- attest to the Pauls' vision and expertise. They also own and operate a robust catering business and recently expanded Iron Starr.

"This will be our dream restaurant. The Buick is perfect -- a beautiful, one-of-a-kind building in an ideal downtown location," said Keith Paul. "RED will have strong appeal to business and leisure travelers, as well as Central Oklahoma residents."

The Pauls see this new entry as a sophisticated, higher-end statement. "It's something Oklahoma City has never seen before," Ms. Paul said. "It will be a dynamic and multi-dimensional experience."

As frequent patrons of restaurants from New York to Las Vegas to Dallas and L.A., the Pauls keep their pulse on the industry and OKC's evolution as a restaurant market.

The Buick building owners, Rand and Jeanette Elliott, are part of the team. Rand Elliott, FAIA, a widely recognized architect in Oklahoma City, has designed the sleek and dramatic interiors for the restaurant, bar, and private dining rooms. Jeanette, EVP/Creative Director at Ackerman McQueen, will direct branding and marketing.

RED will occupy the Buick's ground floor. "It has 18-foot ceilings and 'great bones' — including two large skylights," said Rand Elliott. "It will be a very dramatic, theatrical setting. The idea is to set a high standard for this emerging downtown corridor."

"We believe an elegant restaurant by two of the city's most talented restaurateurs is the highest and best use of the original Buick showroom," said Jeanette Elliott. "This project reflects our intent to add to the momentum of the city's downtown resurgence."

RED Prime Steakhouse is set to open in June. The name refers to the high-quality beef the restaurant will serve, as well as its Oklahoma origins. "Steaks will be the focus. We're not just doing prime beef, but also a dry-aged product or two and some Kobe items, not the ones people are used to. We may also have some grass-fed steaks. It will be a fun menu," stated Owner/Chef Keith Paul. Executive Chef is Robert Black, whose experience includes five years heading the kitchen at the Oklahoma City Museum of Art's Museum Café.

The restaurant website address is www.RedPrimeSteak.com



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The building's elegant limestone facade features ribbed glass transoms and parapet adorned with the historic Buick insignia. An ornate copper canopy will welcome customers. Inside are skylights and automobile-sized elevator. The revolving "turntable," used to maneuver autos into the elevator, will become one of several private dining rooms.

RED lies at the confluence of several downtown districts, bordering the Central Business District, Bricktown/Deep Deuce/ Flatiron Districts and the gateway to Automobile Alley. Located off the I-235 Downtown exit, it lies one block east of the Oklahoma City National Memorial and just south of the developing Midtown District, including the St. Anthony Hospital medical corridor. Across I-235 west is OSSM and the burgeoning Oklahoma Health Center.

Valet parking will be available nightly, as well as ample adjacent free parking.

FOR INFORMATION PLEASE CALL:

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or

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