Old Homestead Steakhouse
A Biographical Profile of One of the Longest Continually Operating Restaurants in America

Venerable. Iconic. Legendary.

These are words synonymous with Old Homestead Steakhouse – and with good reason. Located in the heart of the Meatpacking District, in what has become one of Manhattan's trendiest neighborhoods for entertainment, culture, hospitality and nightlife, Old Homestead has operated from the same footprint since opening its doors in 1868 – making it one of the longest continually serving restaurants in America. The landscape has changed, but the iconic restaurant has not wavered from specializing in what it considers the most important major food group: beef. The result? Old Homestead is legendary for its prime dry-aged USDA Texas-size slabs of beef – whether its signature sirloin, porterhouse or filet mignon.

Not to be lost in this beef fest are its whale-size lobsters; seafood towers filled with gargantuan shrimp, colossal crab, East and West Coast oysters, tuna sashimi and other delectable fruits of the sea; creamed spinach, garlic mashed potatoes and other traditional (and huge!) sides; decadent desserts, and award-winning wine list – all served by a focused and detail-attentive kitchen and service staff.

In addition to its celebrated Manhattan flagship restaurant, where the successful fusion of tradition and contemporary create a unique and elegant dining experience – and which served its 10-millionth customer in the spring of 2010 – there is an Old Homestead Steakhouse in Atlantic City, New Jersey, a more contemporary establishment with lavish décor, but raising the bar for steakhouses in that region by serving the same thick cuts of meat as the flagship restaurant. The Atlantic City restaurant opened over a decade ago at Borgata Hotel Casino & Spa; it served its one-millionth patron in 2010, and has been named two consecutive years by Zagat as Atlantic City's top restaurant.

More recently, in December of 2011, an Old Homestead Steakhouse was opened in Caesars Palace Las Vegas – again, raising the bar for steakhouses and all restaurants on The Strip.

Although the flagship in the Meatpacking District received a dramatic multi-million-dollar makeover in 2008, further fueling its expansion and growth, Old Homestead continues to exude the traditional steakhouse ambiance, but with a modern version of antique tin ceiling tile, leather banquets and mahogany panel. The new-look elegantly appointed dining space has resulted in significantly increased seating capacity and comfort to its loyal patrons.

HISTORY

Not long after opening its doors in 1868, Old Homestead attracted locals and visitors from out of town – mostly ladies and gentlemen of financial means who could afford to splurge for a complete sirloin steak dinner at the then-pricey cost of 8 cents!
Fast-forward three-quarters of a century to the mid-1940's, when Harry Sherry was hired as a dishwasher. By the late 1940's, shortly after having raised enough venture capital to help the owner through financial struggles, Sherry took sole ownership of Old Homestead.

The proprietorship of the storied establishment has remained in the Sherry family ever since, as brothers Greg and Marc Sherry, grandsons to the late Harry Sherry, today direct all aspects of the operations at their restaurants.
Bridging traditional fare with fresh, imaginative creations, Old Homestead has become a contemporary dining destination for entertainers, the technology and fashion industries, athletes, actors, movie producers, industry titans, business executives, Wall Street types, heads of state, political figures and ambassadors, tourists from Europe, Asia and South America, families, ordinary New Yorkers, and plain old-fashioned steak connoisseurs.

It has served presidents – from Andrew Johnson (who celebrated at the Old Homestead in 1868 after narrowly escaping impeachment by one vote) to Harry Truman – mayors, governors, senators and a Who's Who of boldface names such as Sofia Vergara, Poppy Montgomery, Mariska Hargitay, Madonna, Whoopi Goldberg, Sean Penn, Will Ferrell, A'mare Stoudemire, Michael Douglas, Alex Rodriguez, Liam Neeson, Anderson Cooper, Billy Joel, Tracy Morgan, John Mayer, Jerry Seinfeld, Enrique Iglesias, Anna Kournikova, Liza Minnelli, Naomi Campbell, Mickey Rourke, Randy Jackson, Francis Ford Coppola, Sylvester Stallone, Christopher Walken, Axl Rose, Drake, Natasha Bedingfield, Ted Nugent, Zac Posen, Julian Schnabel...

The lore of the past is as much a part of Old Homestead's present – Jackie Gleason arriving straight from the "Honeymooners" set in his bus driver's uniform always ordering lobster thermidor and a double-cut porterhouse with scotch-on-the-rocks; Frank Sinatra taking over the dining room with his pack and running a tab on filet mignon, champagne and wine, and Yankee Clipper Joe DiMaggio and Marilyn Monroe canoodling at a table deep in the dining room.

ANNABELLE THE COW

Equally as famous as its celebrity patrons past and present, and as synonymous with the restaurant's giant cuts of beef and gargantuan lobster, is Annabelle the Cow – the distinctive life-size bovine perched on the two-story, Broadway-like marquee at the entrance of the restaurant proclaiming Old Homestead "The King of Beef." (Just between us, Annabelle – although her modesty won't allow her to admit it – had a slight

makeover, too. After 60 years bathe in bright lights and greeting patrons, who wouldn't need a little nip here and a little tuck there?)

Artist and filmmaker Julian Schnabel's black and white photos and oil painting of Annabelle, commissioned by the Sherry brothers, can be found throughout the restaurant, along with vintage photos that tell the story of Old Homestead.
Old Homestead has been featured in several television dramas, sitcoms and reality shows such as Law and Order, Seinfeld, The Sopranos, and The Real Housewives of New Jersey, as well as several motion pictures.

TREND SETTING

Innovations and creativity, and the marketing brilliance of Greg and Marc, has maintained Old Homestead's place in New York City's culinary history while keeping the restaurant cutting edge and amplifying its national and international renown.
After a multi-year collaboration with health officials in Japan and the Food and Drug Administration here in the U.S., Old Homestead, in the early 1990's, was able to get the import ban lifted on Japanese Wagyu, more popularly known as Kobe beef, to become the exclusive importer and only restaurant in the country (and the envy of the trade!) to serve the most expensive and exquisite tasting beef on the planet derived from pampered cows that are hand-massaged and fed liquor mash concocted by bovine scientists to stimulate their appetite.

A decade later, in 2005, Old Homestead raised the "steaks" on the Kobe dining experience, sparking a war among New York City's culinary elite over bragging rights to the priciest burger – creating, at the time, the most expensive and excessive burger in the Big Apple, the $41 Kobe burger, which caused such gastronomical rumblings that it continues to be featured on The Travel Channel as one of the most decadent burgers in the world.

Old Homestead has also been featured in hundreds of news stories on the Internet and in national and international newspapers, food magazines, specialty publications and wire services, as well as on television and radio news programs and special shows in the U.S., Japan, the United Kingdom, Spain, German and many other countries.

BOUTIQUE STEAKHOUSE

The Sherry Brothers consider Old Homestead a boutique steakhouse and have intentionally scorned overtures to open a chain of their renowned establishment.
"But that's not to say we won't shake things up every decade or so when we can bring our signature slabs of beef to an equally magnificent venue," Marc says – which is why he and Greg partnered with iconic brands in the gaming and entertainment industry to open Old Homestead Steakhouse in Atlantic City and Las Vegas

For more information, visit www.theoldhomesteadsteakhouse.com or call 212.242.9040.

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PREPARED for OLD HOMESTEAD STEAKHOUSE by:
Stephen Mangione Associates, Inc. Public Relations
914-232-7323 (office) or 914-403-4072 (mobile)