



This advertisement does not constitute an offer of a franchise and is not directed to residents of any particular state or other jurisdiction. No offer or sale of a franchise will be made to the residents of any state except by a uniform franchise offering circular (UFOC) that, if required, has been registered with appropriate state authorities.

Franchising

Ruby Tuesday is one of the most popular and valuable casual dining concepts in the world today.

Opportunity doesn't have to knock if it has the keys

Joining the Ruby Tuesday franchise family will open the door to an exciting future. Since 1972, we've set the highest standards in culinary excellence and restaurant innovations. We've positioned ourselves as a leader in restaurant technology and achieved the highest level of operational expertise. Franchise opportunities are now open for interested investors and potential restaurant franchisees in many areas of the world, both internationally and domestically. Explore the links above to learn more about owning your own Ruby Tuesday franchise.

Come Grow With Us!

Joining the Ruby Tuesday family as a franchisee will open the door to an exciting future - a future with one of the most popular and valuable casual dining concepts in the world today! Since 1972, Ruby Tuesday has set the highest standards in culinary excellence and innovations, positioned itself as a leader in restaurant technologies, and achieved the highest level of operational expertise - and it continues to do so today. We are now opening this opportunity to interested investors and potential franchisees in many areas of the world - both internationally and domestically.

Ruby Tuesday strives to enhance our brand by focusing on our guests and the options they want in casual dining. When dining at Ruby Tuesday or taking it home with our To Go Curbside service, your options are endless. From our assortment of Famous Burgers to The Salad Bar at Ruby Tuesday, our menu offers selections that satisfy all appetites. Ruby Tuesday is about our guests, and it is our guests who are the driving force behind our mission "To Be Chosen More Often".

Ruby Tuesday Franchising Process

Step 1: Complete and Submit the Request for Consideration

Submitting this Request for Consideration tells us more about you and your intentions for acquiring a Ruby Tuesday franchise. After we receive this information, you will be sent a Ruby Tuesday franchise information package as well as a franchise application.

Step 2: Complete a Franchise Application and Financial Statement

The required liquid assets are a minimum of \$500,000 per store and a net worth per store of \$900,000. We are looking for multi-unit franchisees to develop a minimum of 5 locations. Project cost ranges and fees and expenses associated with the below will be found in the Ruby Tuesday Uniform Franchise Offering Circular (UFOC).

Step 3: Application Review and Processing

When we receive the completed application, we initiate background, character, and credit checks to verify all submitted information. Once we have reviewed this information, if approved, your Director of Franchise Relations (DFR) will set up your first personal meeting in one of our Ruby Tuesday restaurants.

Step 4: Personal Meeting in a Ruby Tuesday Restaurant

Your initial meeting will be held in one of our Ruby Tuesday restaurants with your DFR. At this meeting you will be given your copy of our Uniform Franchise Offering Circular (UFOC). The DFR will briefly discuss the UFOC and will require that you sign the Item 23 receipt. Next, our DFR will explain the Ruby Tuesday brand and the possibility of you becoming a franchisee. You will come away from this meeting with a better understanding of what it takes to be a successful member of the Ruby Tuesday franchise family.

Step 5: Executive Meeting

Prior to this meeting, we request the potential franchisee thoroughly review our Uniform Franchise Offering Circular, discuss the Ruby Tuesday concept with your partners or associates, and then submit your preliminary business plans. This personal meeting is set up to help answer any questions you have regarding the UFOC, to meet with the CEO, the President of Franchise and other members of the Ruby Tuesday executive team, and to discuss your market development plan. In addition, at this meeting you will learn more about our franchise program and the support we offer, such as marketing, training, and information technologies. We will discuss your responsibilities to the franchise system and your personal qualifications and business objectives. This time is also used to review your business plan.

Step 6: Executive Committee Approval and Document Preparation

After this meeting, the executive committee will review all submitted information and make the determination whether to proceed into a long term business relationship with you and your associates. If favorable, the actual timeline and terms will be agreed upon, and the documents will be prepared.

Step 7: Execution of Documents and Owner Orientation

You will be provided the Development and Operating Agreements, and an appropriate signing date will be set. Upon execution of these documents and remittance of the Development Agreement and fee, arrangements will be made to begin your two to three day Owner Orientation at the Maryville Support Services Building. At this orientation you will spend time with each of the franchise support departments, certain members of the executive team, and your area Director of Franchise Relations (DFR).

Step 8: Site Selection & Approval

After you have selected your site, you must submit a complete site package and request for approval to the executive committee. The executive committee will then review your information, and even travel to look at the site. You will be notified of approval after the physical visit of your site.

Step 9: Training

You, your operating partner, and management team will then be scheduled to attend our management training program, which involves 10-25 weeks of on-the-job training in a Ruby Tuesday restaurant as well as training seminars at our corporate offices. You will receive all Ruby Tuesday operations and training manuals to supplement your staff training, including our New Store Opening (NSO) process binder. As with most new store openings, a certified training team from Ruby Tuesday will be there to support your opening and assist with additional staff training.

Step 10: Pre-Opening

Prior to your store's opening, a Ruby Tuesday New Store Opening team will be assigned to your unit to assist your managers with on-site training of your staff. They will receive guidance in serving procedures, menu knowledge and testing, and other operational aspects associated with their position. Your assigned Director of Franchise Business Development (DBD) will also be directly involved. The Ruby Tuesday NSO team will remain during the actual opening, and for several days after the opening.

Step 11: Continued Support

Ruby Tuesday, Inc. will assist and support you with one of the best support systems in the casual dining industry. We will support you in the areas of purchasing, marketing, development, construction, research and design, and information technologies. Please see the section titled "Corporate Support" in this web site, or refer to the UFOC.

Corporate Support

As a franchisee in the Ruby Tuesday system, you will have the benefit of our more than 32 years of operations in the restaurant industry. Your opportunity for success is greatly increased because of our ongoing commitment to provide you, your people, and your restaurant with a comprehensive approach to development, training and operations support. For complete clarity and to assist in answering your questions, please refer to the Uniform Franchise Offering Circular (UFOC).

Real Estate Development

The Real Estate Department provides advice and counsel to franchisees on matters related to development, real estate, and design and construction of units.

Director of Franchise Relations

Directors of Franchise Relations (DFRs) provide consulting support to franchisees, and assist in building sales, optimizing profits, and opening new locations. In support of these goals, DFRs assist franchisees in developing and operating their businesses in such a way to create and maintain customers while adhering to company standards related to operations, policies, and procedures.

Purchasing

Our Purchasing Department will assist you by providing advice and counsel on setting up your distribution systems based on our national purchasing programs, along with communicating how our purchasing programs work for necessary equipment, furniture, fixtures, and smallwares.

Marketing

The Marketing Department provides the following support and material specifications for the franchise community:

- Menus
- Promotional materials
- Direct mail programs
- Creative material access
- Local Store Marketing (LSM) materials

Culinary

The Culinary Department provides the following support and material specifications for the franchise community:

- Preparation of all Ruby Tuesday menu items
- Quality and food portion control
- Effective food service operations
- Beverage and inventory management
- Food Quality seminars
- New item approval for franchisees
- Food promotional menus
- Communication of culinary information (policies, procedures, changes, etc.)
- New menu rollout information

Information Technology

The Information Technology (I.T.) Department provides the following support and specifications for the franchise community:

- Centrally hosted computer support and services
- Remote user support and services
- Point of Sale (POS) and Back Office Store System (BOSS) support and services

Training

The Training Department provides the following support and training specifications for the franchise community:

- Management training
- Workshops, seminars and materials
- WOW-U[®] (schedule of classes in our training center):
 - Promoted classes

- New Store Opening (NSO) classes
- Year End meetings
- Multi-Unit Operators meetings
- WOW 1000 classes

Domestic Opportunities

Currently, there are franchising opportunities available in many prime areas of the Mid-western and Western United States. We are looking for qualified candidates to become a part of our growing company as our franchise expansion continues westward.

Minimum Financial Requirements:

Applicants must have a minimum net worth of \$5,000,000.

Expansion Requirements:

Based upon the size and demographic market data of the development area, requirements will be determined prior to signing the franchise agreement. Development is normally a five unit minimum and the development schedule will be mutually agreed upon.

Training Requirements:

The franchisee, the operating partner, and their management team will be scheduled to attend our management training program, which involves 10-22 weeks of on-the-job training in a Ruby Tuesday restaurant and training seminars which will be held at our Support Services Building in Maryville, Tennessee. You will receive operations manuals to supplement your training, including our New Store Opening (NSO) process binder.

Desirable Franchisee Profile:

- Restaurant experience
- Solid financial backing
- Success in business experience in desired market
- Similar goals, objectives, and values as Ruby Tuesday, Inc.
- Passion to successfully operate a proven brand
- Time and financial commitment

International Opportunities

We are expanding Ruby Tuesday in countries around the world, but many quality areas remain available for franchising! Please see the list below for our current international locations. To learn more about these areas currently available, please complete and submit this Request for Consideration. We will then be in contact with you to discuss our international opportunities.

Minimum Financial Requirements:

Applicants must have a minimum net worth of \$5,000,000.

Expansion Requirements:

Based upon the size and demographic market data of the development area, requirements will be determined prior to signing the franchise agreement. Development is to be multiple unit growth only -- no single seed locations.

Training Requirements:

Similar to domestic U.S. training, the franchisee, the operating partner, and management team are scheduled to attend our management training program, which involves 8-10 weeks of on-the-job training in a Ruby Tuesday restaurant and training seminars held at our Support Services Building in Maryville, Tennessee. You will receive operations manuals to supplement your training, including our New Store Opening (NSO) process binder.

Desirable Franchisee Profile:

- Restaurant experience
- Solid financial backing
- Success in business experience in desired market
- Similar goals, objectives, and values as Ruby Tuesday, Inc.
- Passion to successfully operate a proven brand
- Time and financial commitment

Existing International locations:

- Canada
- Chile
- Greece
- Hawaii
- Honduras
- Hong Kong
- Iceland
- India
- Kuwait
- Mexico
- Puerto Rico
- Romania
- Taiwan
- Trinidad

CANADA

Niagara Falls, Ontario

4943 Clifton Hill Niagara Falls
Telephone: 905.357.4330, ext. 6609

CHILE

Santiago

Isidora Goyenechea
2960 Comuna de Las Condes
Santiago, Chile
Telephone: 562.333.0405

Vina del Mar

Avenida Libertad #1348 # L-E09 Mall
Marina Arauco Vina del Mar, Chile
Telephone: 563.238.2151

Santiago

Parque Arauco Avenida Kennedy
#5413 L-234 Mall Parque Arauco,
Las Condes Santiago, Chile
Telephone: 562.211.1056

LaBorsa Santiago

Bandera #101, Local #1
Santiago, Chile
Telephone: 562.696.8624

Santiago Avenida Kennedy 9001

Local 2119 Las Condes
Santiago, Chile
Telephone: 562.213.1556

CHILE

Santiago

Mall Florida Center Avenue
Vicuna Mackenna #6100-1003
Community La Florida
Santiago, Chile
Telephone: 562.293.6296

Santiago

Mall Portal de la DeHesa Avenida La
DeHesa No. 1445,
Local 1108 Comuna de Lo Barnechea
Santiago, Chile
Telephone: 562.293.6299

GREECE

Piraeus

226 Thivon & Parnassou Str.
Piraeus, Greece
Telephone: 302.104.257.245

HAWAII

Honolulu

1450 Ala Moana Blvd. 3rd Floor
Honolulu, Hawaii
Telephone: 808.943.2525

Mililani

95-1249 Mehe' Ula Parkway
Mililani, Hawaii 96789
Telephone: 808.623.4949

HONDURAS

San Pedro Sula

17 Ave. (Circunvalacion) y5ta. Cll. S.O.
San Pedro Sula, Honduras
Telephone: 504.552.8793

Bulevar San Juan Bosco

Calipayaqui-Fte. Banexpo
Tegucigalpa, Honduras
Telephone: 504.235.3460

HONG KONG

Shatin

Shop 155-159,
Level 1 New Town Plaza, Phase 1
Telephone: 852.2699.2838

Taikoo Shing

Shop 505, 5/F
Cityplaza Shopping Center
Telephone: 852.2907.1133

ICELAND

Reykjavik

19 Skipholt
Reykjavik, Iceland
Telephone: 354.552.2211

Reykjavik

Holfdabakki 9
Reykjavik, Iceland
Telephone: 354.517.3990

INDIA

New Delhi

M-48 Connaught Place
New Delhi 110-001
Telephone: 91.11.2341.3677/5627

New Delhi

14-15 Community Center PVR
Anupam Complex
Saket, New Delhi 110-017
Telephone: 91.11.2686.1741/17422

New Delhi

CS-27, 28 & 124 DLF City Centre,
Ph-II Gurgaon,
Haryana, New Delhi
Telephone: 91.124.501.4244/4246

New Delhi

RT Janak Place Shop No. 8 and 9
Satyam Cinema;
Janak Place District Centre
Janak Puri, New Delhi

Noida

The Centerstage Mall Sector 18
Noida Uttar Pradesh
Telephone: 91.120.251.5679

Chandigarh

RT Chandigarh Shop No. 8, 1ST Floor
Fun Republic Dhillon Complex
Manimajra Chandigarh, India

KOREA

45-1, ChangCheon-Dong

Seodae mum-Gun Seoul, Korea

Telephone: 82.02.364.6262

Telephone: 82.02.364.3700

KUWAIT

Kuwait

Plot No;2, Block No:5 Aqua park
(Next to Kuwait Tower) Gulf Street
Telephone: 965-244-4454

MEXICO

Mexico City

Circuito Ingenieros #11

Ciudad Satelite Mexico City 53400

Telephone: 5255.62.5628

Mexico City

Avienda de los Insurgentes

#4052 Col Tlalpan,

Delegacion Tlalpan Mexico City

Telephone: 5256.55.3182

Monterrey

Ave. Lazaro Cardenas #1000 Colales

2143-2145 Monterrey, Nuevo Leon

Telephone: 52-814-860-315

PUERTO RICO

Caguas

Las Catalinas Mall PR 52 & PR 156

Barrio Cafiabon Caguas, Puerto Rico

Telephone: 787.703.4715

Guaynabo

The Plaza Guaynabo, Phase IV

Martinez Nada Expressway Los Frailes

Ward Guaynabo,

Puerto Rico

Telephone: 787.287.6694

Ponce

2651 Ponce

Ponce Town, Puerto Rico

Telephone: 787.843.3005

ROMANIA

Bucharest

Bd. Decebal, No.4

Bucharest, Romania

Telephone:4021.326.6456

Bucharest

Bucharest Mall 55-59 Calea Vitan,

Sector 3 Bucharest, Romania

Telephone: 4074.431.1211

TAIWAN

Hsin Y, Taipei City

Shop A 16-1d Warner Village Center,

Ste 16 Hsin Y,

Taipei City, Taiwan

TRINIDAD

Port of Spain

Movietowne Hollywood Blvd. #1D

Audrey Jeffers Highway

Port of Spain

Telephone:868.624.0001

Franchise Program Frequently Asked Questions

Ruby Tuesday offers qualified restaurant professionals the opportunity to prosper with a cutting edge casual dining concept and an extremely efficient business program. Our systems and processes can help make you successful, but your efforts and passion will ultimately be the determining factor. You must be prepared to work hard, follow our systems and processes, and meet the objectives set for your business. The only offering for Franchise sale is contained in the Uniform Franchise Offering Circular (UFOC) which controls in the event of a conflict.

The following questions and answers are some of the most commonly asked, and are designed to help you more accurately assess our franchise program. Fees and expenses are listed in the UFOC.

Q: How soon can I be in operation once I have been accepted as a Franchise?

A: Location approval, training, financing and construction are the determining factors. Construction can be completed within 120-180 days under normal conditions once a location has been approved by Ruby Tuesday, Inc.

Q: Am I given territorial protection?

A: Yes. We will establish your territory adjusted to market conditions and population density surrounding your location, within which no other Ruby Tuesday restaurant will be developed, as long as you maintain that exclusivity per the agreements.

Q: How do I know which development areas are available?

A: Please visit the Come Grow With Us page that has a map detailing the areas currently available for franchise development.

Q: What is the charge for continuing services and royalty fees?

A: 4% of gross sales for royalties; 1.5% of gross sales for marketing, culinary, and purchasing; and applicable IT fees; and other fees described in the UFOC.

Q: What is the total investment for a Ruby Tuesday Franchise?

A: Investments vary, depending on location, market, etc. Please refer to the UFOC.

Q: Can I sell my Ruby Tuesday Franchise?

A: Yes. Your business can be sold to a buyer, but only when approved by Ruby Tuesday. There is a transfer fee for legal, administrative and training expenses that affect the transfer.

Q: Does Ruby Tuesday help with site selection?

A: No, we are not directly involved with the selection, but we are involved in the approval of sites and we must give final approval prior to the development of a site. We provide a Development Kit devised to assist you with your selection.

Q: What size specifications are required for a Ruby Tuesday restaurant?

A: As a general rule, we require you to construct our current building prototype.

Q: What about alcohol sales and licensing?

A: A full service liquor / beer / wine license for the sale of alcoholic beverages by the glass is an essential part of your operation. It will be necessary for you to apply for such licenses in your franchise or development areas.

Q: Must I purchase my equipment from you?

A: No. Necessary required equipment may be purchased by a franchise owner from different dealers, distributors, or manufacturers, based on our most current specifications. However, you may find that it is beneficial for your business to purchase through vendors that Ruby Tuesday, Inc. uses. Our equipment purchasing programs enable you to get top quality equipment that meets our exact specifications.

Q: Do I receive guidance on purchasing food and supplies?

A: Yes. Top quality products are crucial to our concept. Many products are proprietary to us. Our Purchasing Department has established and will provide you a full purchasing and distribution program, which will enable you to order top quality products at competitive prices.

Q: Do I receive training by Ruby Tuesday, Inc.?

A: Franchisees and their designated managers must attend and successfully complete all of our training programs. The cost of this initial training is set forth in the UFOC. Franchisees pay their own costs and those of their designated managers for transportation.

Q: Do I receive assistance in opening my Ruby Tuesday restaurant?

A: Yes. In addition to your initial management training period, we also require you to attend one of our New Store Opening seminars at the Support Services Building. You will then have an experienced training team that will work with you and your staff before, during, and after your unit opening.

Q: What forms of continuing operation guidance will I receive?

A: You will receive current operating procedures that cover many aspects of your restaurant operation. As the information is updated, revisions will be made available to you. You will receive periodic visits by a member of our franchise relations team who will consult with you and offer useful advice and input on processes, standards and results. Ruby Tuesday continuously communicates with all franchisees to assure that your issues and problems are quickly resolved.

Q: How will I know if my units are operating at Ruby Tuesday standards?

A: You will be in continuous contact with your Director of Franchise Business Development (DBD) who will monitor your stores performance on all levels. Our Ruby Tuesday systems are implemented in a manner to identify and support you in areas of concern with your operations. There will be regularly scheduled meetings in your stores and certain processes will be evaluated based on company norms. Through IT systems exclusive to Ruby Tuesday, you will also have access to many various operational reports and statistics related to your restaurant.

We have attempted to answer the most commonly asked questions about the Ruby Tuesday franchise program, but you may have questions we have not addressed. If so, please contact us at 1-865-379-5739 for further details about our program.

Please remember the information contained in this document is of a general nature; the Uniform Franchise Offering Circular (UFOC) is the only official offering document for the acquisition of a Ruby Tuesday Franchise.

Franchise Contact Information

If you meet the qualifications detailed in the Franchising section of this website and would like to learn more about franchising Ruby Tuesday, please complete and submit the [Request for Consideration](#) form on our website. We will then be in contact with you to discuss the details of our franchise program.

For inquiries outside of Franchise, please call (865) 379-5700.

All Franchising questions should be directed as follows:

Sherri Clendenen
Franchise Coordinator
Ruby Tuesday, Inc.
150 W. Church Ave. Maryville, TN 37801
FranchiseSales@rubytuesday.com
Phone: 865-379-5739 Fax: 865-379-6817