

PROMOTIONAL FEATURE

Ruth's Chris remains symbol of fine dining

NEWINGTON

By KELLY BROWN
@THEBRISTOLPRESS

If it's award-winning wines, seafood or steaks you're after, Ruth's Chris Steak House on the Berlin Turnpike is where you'll find just that. They have been a symbol of fine dining for over 30 years.

Steve Parker, General Manager, says it's the quality and details that set them apart. "Our custom 1,800 degree broilers sear the highest quality prime hand-cut beef which is then served sizzling on 500 degree plates and drizzled with melted butter. The result, a rich, juicy steak that stays warm until your last bite."

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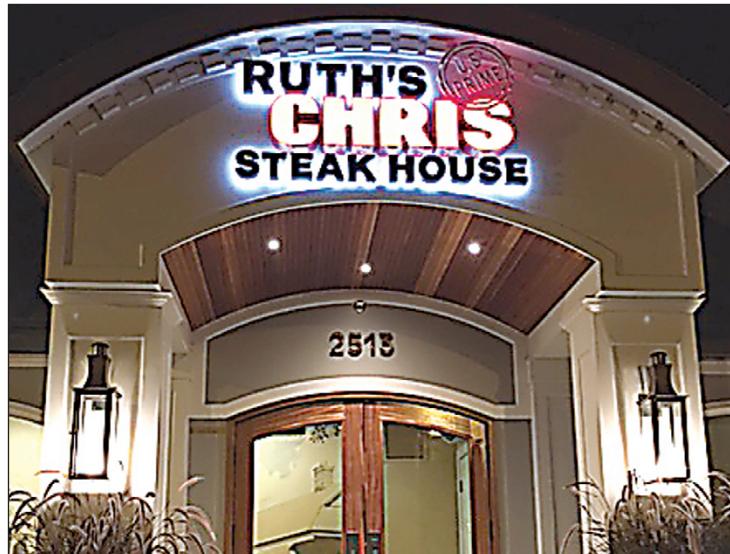
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The outside of Ruth's Chris Steak House on the Berlin Turnpike in Newington.

today, just on the Berlin Turnpike alone, Ruth's key to success for over 30 years is consistency, impeccable service and quality. There are plenty of great places to get a steak that can compare but to do so with consistently, day after day, is what sets this franchise apart.

As the company's founder, Ruth Fertel, is quoted as saying, "If you ever had a filet this good, welcome back."

Ruth's Chris Steak House was founded in 1965 by single mother, Ruth Fertel. Struggling to make ends meet with two teenage sons, Fertel took

a chance on buying the Chris Steak House near the New Orleans Fair Grounds race-track. She put everything she had into making the restaurant a success, doing everything from cleaning bathrooms to butchering 30 pound strip loins by hand. When a fire destroyed the restaurant, she relocated it and adjusted the name to Ruth's Chris Steak House, as she legally had to give up the name to change locations. She opened the first franchise in 1976.

The Newington founder, Bradley Elkins, was working

as a project engineer in New Orleans and found himself dining in the New Orleans Ruth's Chris location quite often. He was drawn to the mouth-watering sizzling steaks and irreverent humor of the one and only Fertel.

The two became fast friends and F, who had recently begun franchising, consistently encouraged Elkins to open a location himself which would enable him to spend less time on the road and more time with his family in Connecticut. With no prior restaurant experience, he left his job and found local investors to help open New England's first ever Ruth's Chris Steak House. Elkins passed away in 2008 after a courageous battle with lung cancer and the restaurant continues to thrive under the guidance of the second generation of the Elkins family as they celebrate 32 years of serving sizzling prime steaks.

With a business casual ambience, Ruth's is the perfect location for special occasions, happy hour, which is Monday through Friday from 4:30 to 6:30 p.m. and Sunday from 1 to 8 p.m., and everything in between. Private parties, both large and small, are a popular choice and are customized by the private dining manager to

suit individual guests needs. Special promotions are featured throughout the year including the ever-popular wine dinners, Black Friday special and half priced bottled wine night on Mondays. Another great option is the Ruth's Classics menu which offers a three course prix fixe selection that changes seasonally at a moderate price

Ruth's Chris Steak House can be reached at 860-666-2202 or www.ruthschris.com.

You can eat indoors or outside on their covered dining area, both areas offer social distancing and all covid-19 safety protocols.

Contact the New Britain Herald at (860) 801-225-4601

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