

Embarking on a Unique Gourmet Journey

Ruby Tuesday brings authentic American flavours to Hong Kong and expands its presence in the city.

Ruby Tuesday Inc. is a well-known foodservice retailer established in 1972 and headquartered in Tennessee, United States. The company owns, operates, and franchises Ruby Tuesday restaurants worldwide, providing customers with a unique culinary adventure featuring authentic American cuisine, such as premium ribs and steaks, handcrafted burgers, and delectable desserts that will tantalise the taste buds.

Asia Pacific RT (Hong Kong) is the franchise owner of Ruby Tuesday in Hong Kong and opened the first restaurant in 1995, making Hong Kong the first international market for the brand. With eight branches currently operating, Ruby Tuesday has established itself as one of the territory's most recognised American bar-and-grill restaurants. With the city's diverse culinary scene as a backdrop, Ruby Tuesday aims to further expand its local business and capitalise on the opportunities available in the region.

Vibrant Business Ecosystem

According to Leslie Bailey, Managing Director of Asia Pacific RT (Hong Kong), Hong Kong presents excellent prospects for Ruby Tuesday's expansion. He stated,

“**There is a constant demand for high-quality food and novel dining experiences, which is precisely why Hong Kong was the initial overseas market for Ruby Tuesday, and why it is a crucial location for us.**”

Leslie Bailey
Managing Director
Asia Pacific RT (Hong Kong)

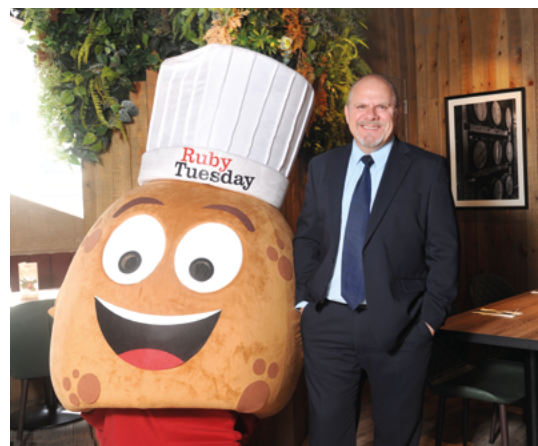
“As a regional hub, the city has always been a gateway between Mainland China and the rest of the world. There is a constant demand for high-quality food and novel dining experiences, which is precisely why Hong Kong was the initial overseas market for Ruby Tuesday, and why it is a crucial location for us.”

Bailey commented that Hong Kong's business ecosystem is thriving. “The city is a fantastic place to launch a business. It offers a low and simple tax regime and enables 100 percent foreign ownership,” he emphasised. “Moreover, the rule of law is one of the key strengths that serve as the foundation of Hong Kong's success as a prominent international commercial and financial centre. This provides a secure setting for individuals and businesses to operate in.”

Elevating the Dining Experience through Technology

Ruby Tuesday is dedicated to delivering a high-quality yet casual dining experience that provides excellent value to guests. In recent years, the company has embarked on a journey of reimagining to provide customers with one-of-a-kind experiences. Bailey said, “We have improved every aspect of our operation – from our ingredients and their provenance to our kitchen, marketing, restaurant design, and front-of-house operations.”

“We have also made significant investments in technology,” he added. “We created a customer-centric mobile app and an omnichannel loyalty programme, introducing a fully integrated point-of-sale system. This enables us to efficiently manage our customer data and menus to provide a seamless dining experience. We have also upgraded our human resources system by participating in the government's Technology Voucher Programme and utilising other cutting-edge technologies,” Bailey elaborated. “These technological advancements have improved our production capacity and enhanced our engagement with customers, providing them with an unmatched dining experience.”



“We are always optimistic about the local market, even during the pandemic period. We have doubled the number of Ruby Tuesday restaurants in the city since 2019. We are actively searching for new restaurant locations in Hong Kong and the wider region to expand our footprint,” he added.

According to Bailey, InvestHK is a valuable partner in their growth journey. “The world is becoming increasingly connected, and InvestHK plays a vital role in identifying opportunities and sharing them with us, making it easier to expand our business.”

Asia Pacific RT (Hong Kong)

- With over 50 years of experience, Ruby Tuesday operates in more than 200 locations worldwide
- Asia Pacific RT (Hong Kong) is Ruby Tuesday's largest overseas market and the largest franchisee
- Its customer-facing mobile app won the “Asia's Best E-Tailing Awards 2022 for Best User Experience – F&B (Enterprise)”

 rubytuesday.com.hk