

PROMOTIONAL FEATURE

# Ruth's Chris: Sizzling in Newington for decades

By **PATRICE FISHER**  
STAFF WRITER

**NEWINGTON** – Award-winning wines, seafood, steaks and more, Ruth's Chris Steak House, at 2513 Berlin Turnpike, has been a symbol of fine dining for over 30



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years. General Manager Steve Parker says it's the quality and details that set it 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. With so many choices in dining today, Ruth's key to success for over 30 years is consistency, impeccable service and quality. There are many great places to get a steak that can compare, but to do this consistently, day after day, in over 150 locations around the world, 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."

The company, with its tongue twisting name, was founded in 1965 by single mother Ruth Fertel. Struggling to make ends meet with two teenage sons, Ruth took a chance by mortgaging her home for \$22,000 to buy the Chris Steak House near the New Orleans Fair Grounds racetrack. She put everything she had into making the restaurant a success, doing everything from cleaning bathrooms to butchering 30-pound strip loins by hand.



Ruth's Chris Steak House, 2513 Berlin Turnpike.

When a fire destroyed the restaurant, she relocated it — adjusting the title to Ruth's Chris Steak House, as she legally had to give up the name to change locations. She began franchising in 1976.

The Newington founder, Bradley Elkins, was working on location as a project engineer in New Orleans and found himself dining in the New Orleans Ruth's Chris location with increasing frequency. He was drawn to the mouth-watering, sizzling steaks and irreverent humor of the one and only Ruth Fertel. The two became fast friends and Ruth, who had recently begun franchising, consistently encouraged Brad that opening a location himself

would enable him to spend less time on the road and more time with his family in Connecticut. With no prior restaurant experience, Brad left his job and found local investors to help open New England's first ever Ruth's Chris Steak House. Brad died 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 quiet business-casual ambiance, Ruth's is the perfect location for special occasions, happy hour 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 bottles 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. Whether on a budget or out for indulgence, there is something for everyone at Ruth's Chris.

For more information on Ruth's Chris or to make reservations,

call 860-666-2202 or go to [www.ruthschris.com](http://www.ruthschris.com). Open for Happy Hour Monday-Friday 4:30-6:30 p.m. and Sunday 1-8 p.m.; dinner hours are Monday-Friday 5-10 p.m., Saturday 5-10:30 p.m. and Sunday 1-8 p.m.

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