

Introducing our New Loyalty Program



CANADA

Launch Date:

November 21, 2018

Questions or Comments?

ruthsrewards@ruthschris.ca

HOW THE PROGRAM WORKS:

- ❖ Join our new "Ruth's Rewards" Loyalty Program and earn 10% back every time you dine when you spend \$250 or more.
- ❖ Points are earned on food and beverage subtotal (before tax and gratuity).
- ❖ 1 point is equal to \$1.
- ❖ Points may be redeemed for food and beverage (before tax and gratuity) within the restaurant.
- ❖ Points never expire so you may use them on your next visit or save them over time.
- ❖ You must have your Ruth's Rewards card on hand to have points issued or redeemed. One card may be used per bill payment.

FAQ

HOW IS THIS DIFFERENT FROM THE PAST PROGRAM (Loyalty Card)?

- ❖ Your loyalty points will be loaded and redeemed the same way as our past program.
- ❖ Your points used to automatically drop off after 90 days if they were not redeemed. Now, your points never expire so they can be used anytime.
- ❖ You will earn 10% back when you spend \$250 or more with our new program.

I ALREADY HAVE A LOYALTY CARD FROM THE OLD PROGRAM– WHAT DO I DO WITH IT?

- ❖ Be sure to give your old loyalty card to your server when you dine.
- ❖ They will check your point balance and redeem any existing points from your card.
- ❖ They will then give you a new “Ruth’s Rewards” card and load any new points you have earned.
- ❖ The server will discard your old loyalty card.
- ❖ Be sure to register your new Ruth’s Rewards card using steps below so that we are able to assist you if you lose your card.

HOW DO I BECOME A “RUTH’S REWARDS” CARD MEMBER:

- ❖ Ask your server for a Ruth’s Rewards card when dining. Or you can Email ruthsrewards@ruthschris.ca with your name and full mailing address and we will mail a card to you.

HOW DO I REGISTER MY “RUTH’S REWARDS” CARD:

- ❖ Go to www.RuthsChris.ca
- ❖ Click on MEMBER LOGIN link under the Ruth’s Rewards image
- ❖ Complete your profile
- ❖ Click Save

WHAT ARE THE TERMS AND CONDITIONS OF THE PROGRAM?

- ❖ Ruth’s Reward card must be on hand to have points issued or redeem benefits.
- ❖ Rewards may be redeemed in Main Dining, Private Dining and Prime Bar. Points are not valid for Take-Out Orders.
- ❖ Rewards are only valid in GTA locations.
- ❖ Rewards cannot be used to purchase gift cards.
- ❖ Rewards may not be used for discounted menus or other promotions.
- ❖ One Reward card per bill payment may redeem benefits.
- ❖ Ruth’s Reward card is not for credit, is non-transferable, and is not redeemable for cash.
- ❖ Ruth’s Rewards loyalty points may not be used to cover taxes & gratuity. Points may be applied to food and beverage only.
- ❖ Ruth’s Chris Steak House reserves the right to terminate or change the Ruth’s Rewards program at any time.