

RUBY’S DINER GOES NATURAL!

Ruby’s Diner is converting all of their beef to the All-Natural USDA Choice Beef!

IRVINE, CALIF. (For Immediate Release) – Ruby’s Diner with its commitment to quality and to serve only the Best for its Guests, is converting all of their beef burger patties to Fresh All-Natural USDA Choice Beef. The conversion will start early January in California locations and is scheduled to complete by end of January, followed by their other locations in Pennsylvania and Hawaii.

The All-Natural Beef is always hormone and antibiotic free. The cattle is raised naturally and fed on pastured grass, natural grains, legumes and corn. They are allowed to mature slowly for optimal flavor and tenderness. Ruby’s Diner All-Natural burgers are made exclusively from domestic cattle, with USDA Choice Grade, one of the highest quality products in the industry.

CEO and Founder of Ruby’s Diner, Doug Cavanaugh, states, “Ruby’s USDA All-Natural Choice Beef is the best tasting beef we have ever offered! It addresses consumers’ desire for a “cleaner” product with fresher and richer beef flavors.” All of Ruby’s Classic Burgers as well as Premium Burgers will be served with the All-Natural USDA Choice Beef.

ABOUT RUBY’S DINER

Founded in 1982 by Doug Cavanaugh, Ruby’s Diner is a Southern California institution famous for burgers, shakes and classic American comfort food served in a retro, swing era atmosphere. The décor, featuring vintage artwork and memorabilia, is a throwback to the heyday of the 1940s and 1950s. Ruby’s has over 40 family-friendly locations in California, Nevada, New Jersey, Hawaii, Texas, Pennsylvania and Washington. Ruby’s Diner is a privately held company, headquartered in Irvine, Calif. Visit Ruby’s Diner online at www.rubys.com

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