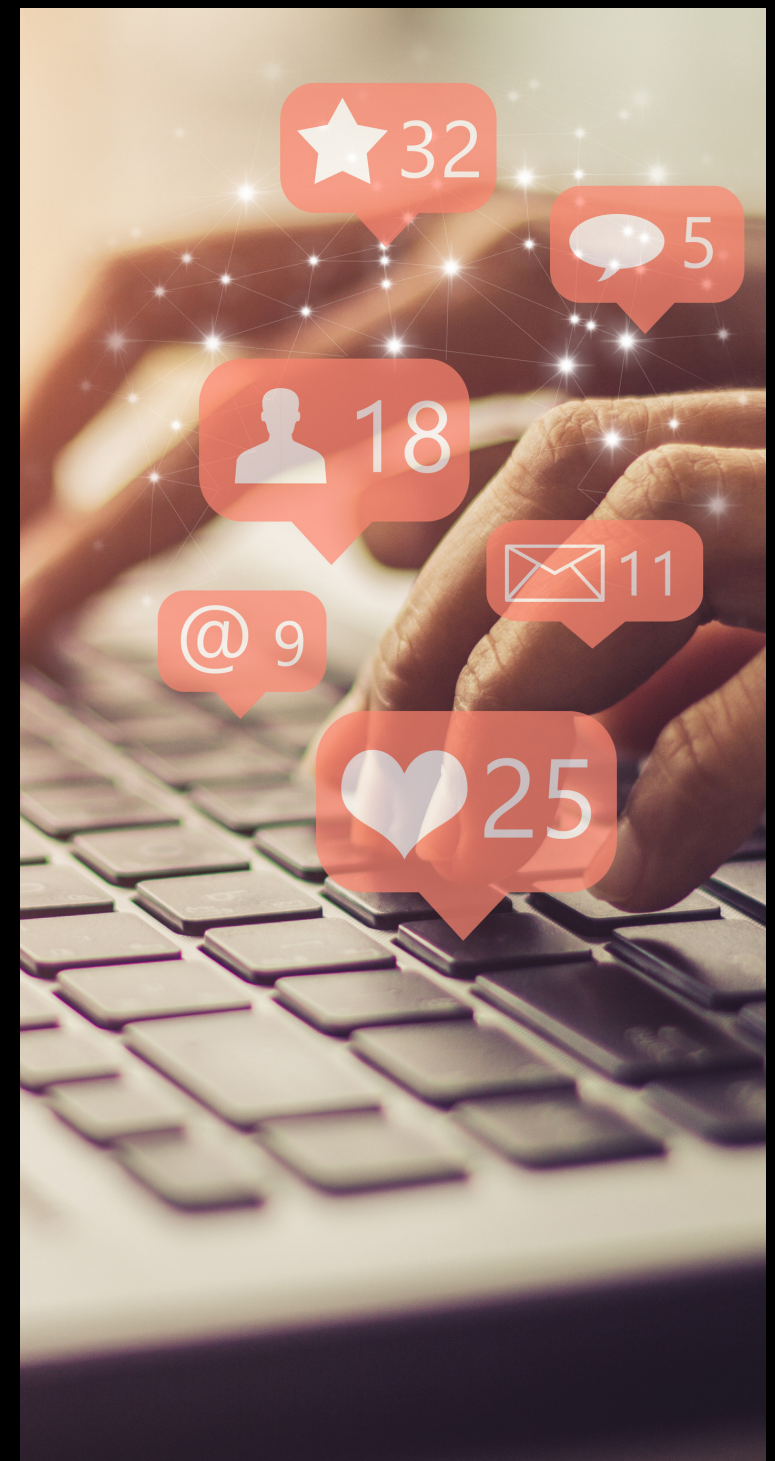


HOOSIER HOSPITALITY GROUP

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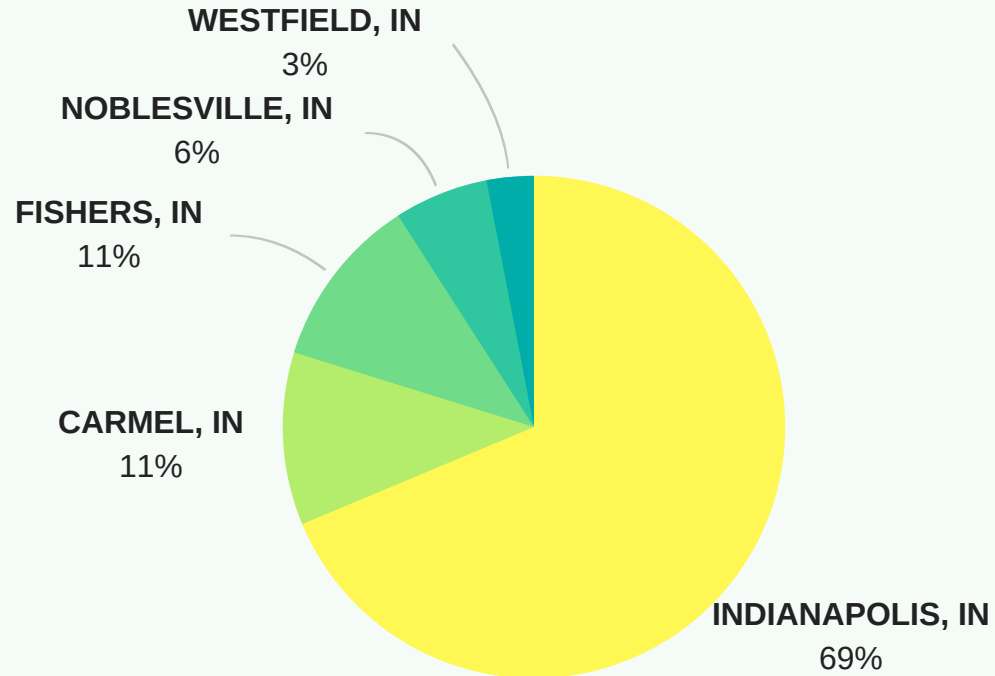
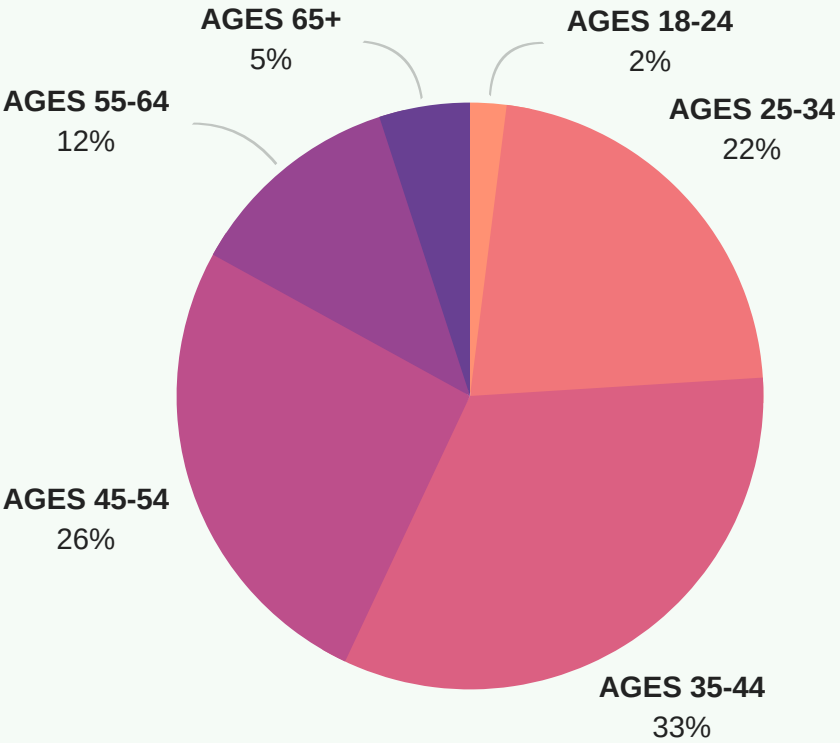
# SOCIAL MEDIA DATA BY LOCATION



# INDY NORTH FACEBOOK FANS

61% Women | 38% Men

Below percentages show age groups and cities for our Fans.



# INDY NORTH HIGHLIGHTED FACEBOOK POSTS

## 2018 at a Glance

Don't let the Monday blues get you down - it's burger night! Every Monday, we're serving \$10 burgers with housemade chips and \$5 draft pints at the bar

**1,842**

Reach

**54**

Reactions, Comments, Shares



We're now offering live jazz music every Sunday! A smooth and upbeat jazz trio featuring pianist Kenny Fary will be playing 6-9pm on Sundays in the bar.

**2,202**

Reach

**75**

Reactions, Comments, Shares



Fridays just got a whole lot better. We're officially OPEN FOR FRIDAY LUNCH! Join us every Friday starting at 11am where we'll be serving your dinnertime favorites and special new chef selections for lunch.

**2,307**

Reach

**107**

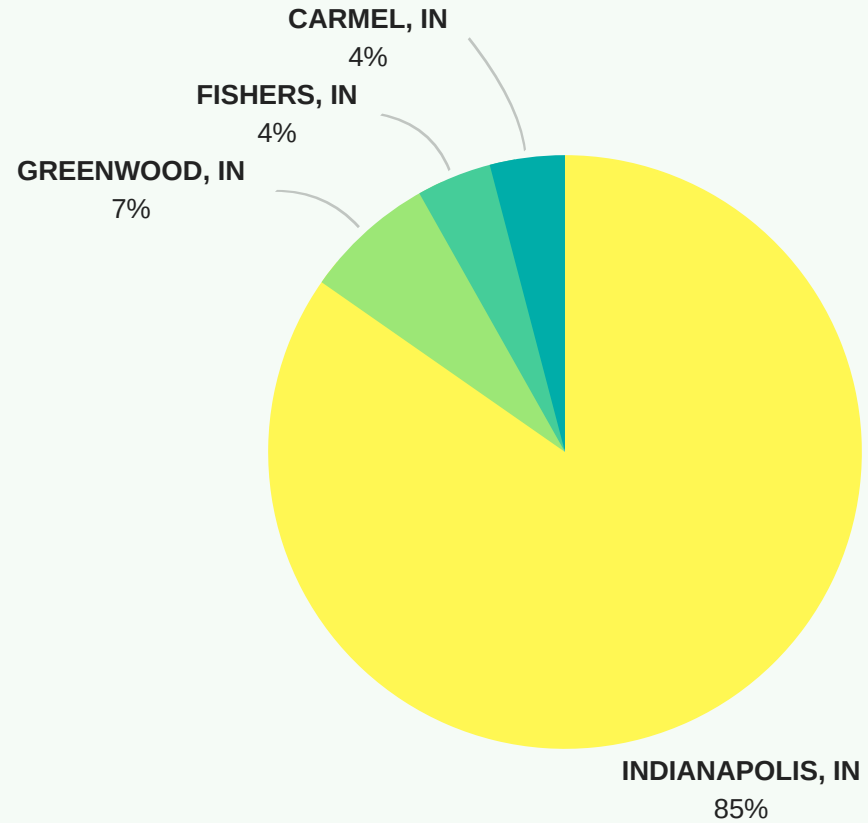
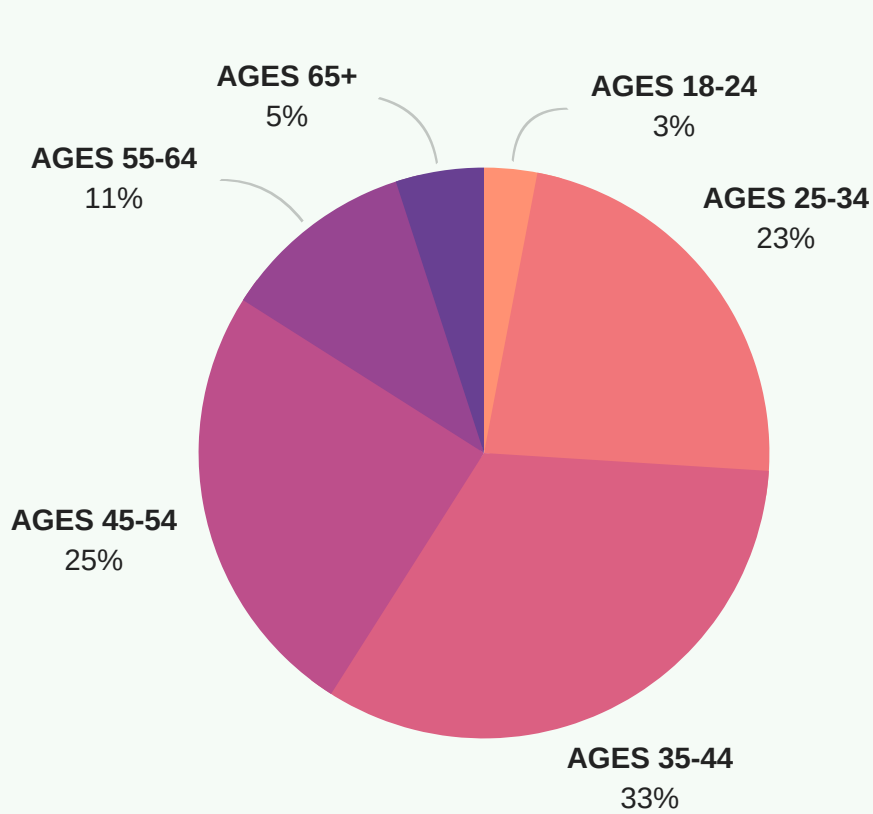
Reactions, Comments, Shares



# INDY DOWNTOWN FACEBOOK FANS

60% Women | 39% Men

Below percentages show age groups and cities for our Fans.



# INDY DOWNTOWN HIGHLIGHTED FACEBOOK POSTS

2018 at a Glance

Devour Indy starts Monday! Make your reservation for three sizzling courses starting at \$35.

**2,130**

Reach

**54**

Reactions, Comments, Shares



Race on into Ruth's Downtown Indy this weekend as part of your Indy 500 experience! #ThisIsMay

**2,074**

Reach

**51**

Reactions, Comments, Shares



We have tickets to the Celebrity Softball Challenge benefiting Indiana Children's Wish Fund this Thursday, June 7th, and we want YOU to go to the game! Watch your favorite Colts and Pacers players go head-to-head. How to win: Like our page and leave a comment telling us what you love most about Indy.

**3,085**

Reach

**148**

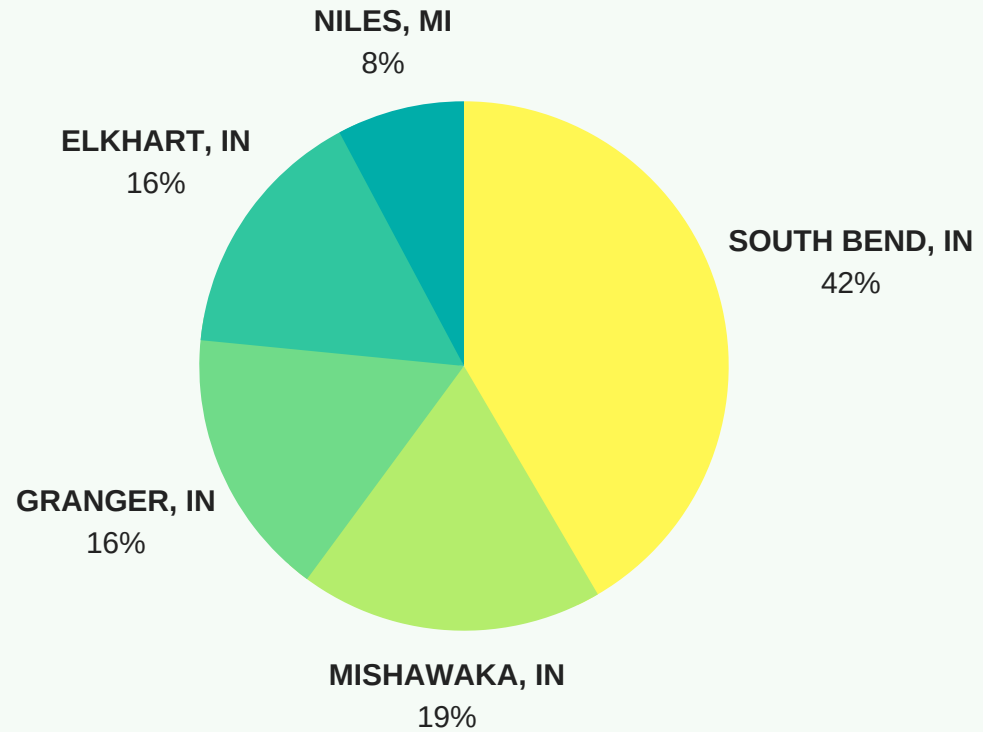
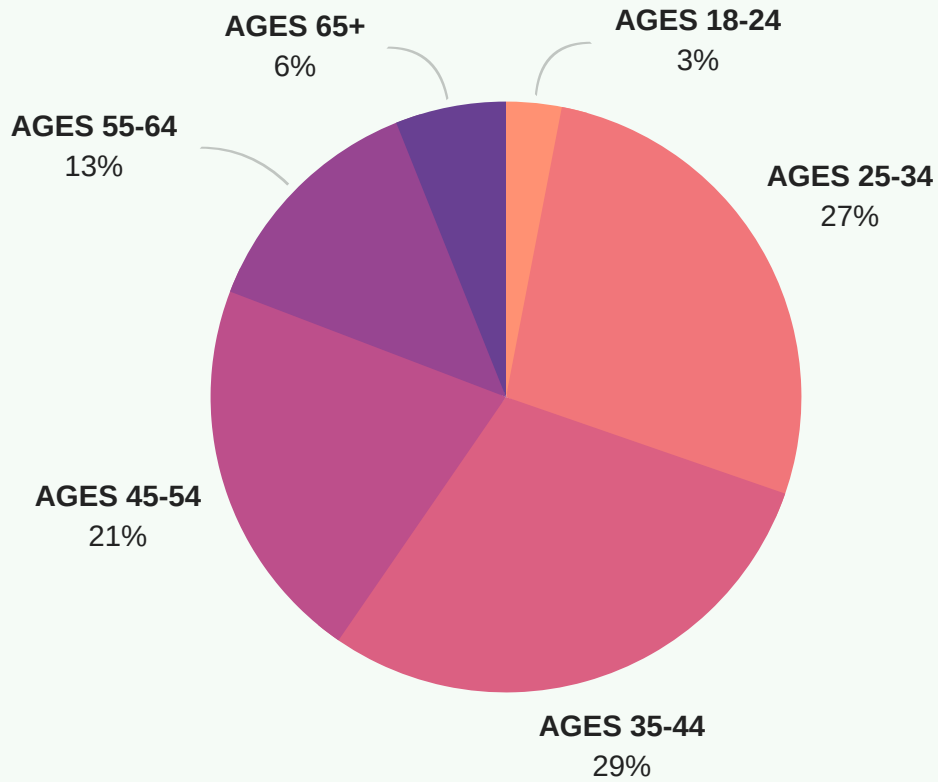
Reactions, Comments, Shares



# SOUTH BEND FACEBOOK FANS

66% Women | 34% Men

Below percentages show age groups and cities for our Fans.



# SOUTH BEND HIGHLIGHTED FACEBOOK POSTS

2018 at a Glance

Huge congratulations to our Sales Manager Mary Beth on her record-breaking year in private dining sale! Welcome to the Million Dollar Club, MB! Enjoy your all-expenses paid vacation to Hawaii! Thank you to everyone who made this possible!

**3,045**

Reach

**174**

Reactions, Comments, Shares



We're spending the afternoon testing drinks for our spring/summer cocktail list - it's a tough job but someone has to do it! :) What drinks would you like to see on the menu?

**1,105**

Reach

**69**

Reactions, Comments, Shares



Our Stuffed Chicken is a hidden gem on the menu. Oven-roasted, free-range double chicken breast, stuffed with garlic herb cheese and topped with lemon butter, served on a sizzling plate. It's a must-try!

**828**

Reach

**41**

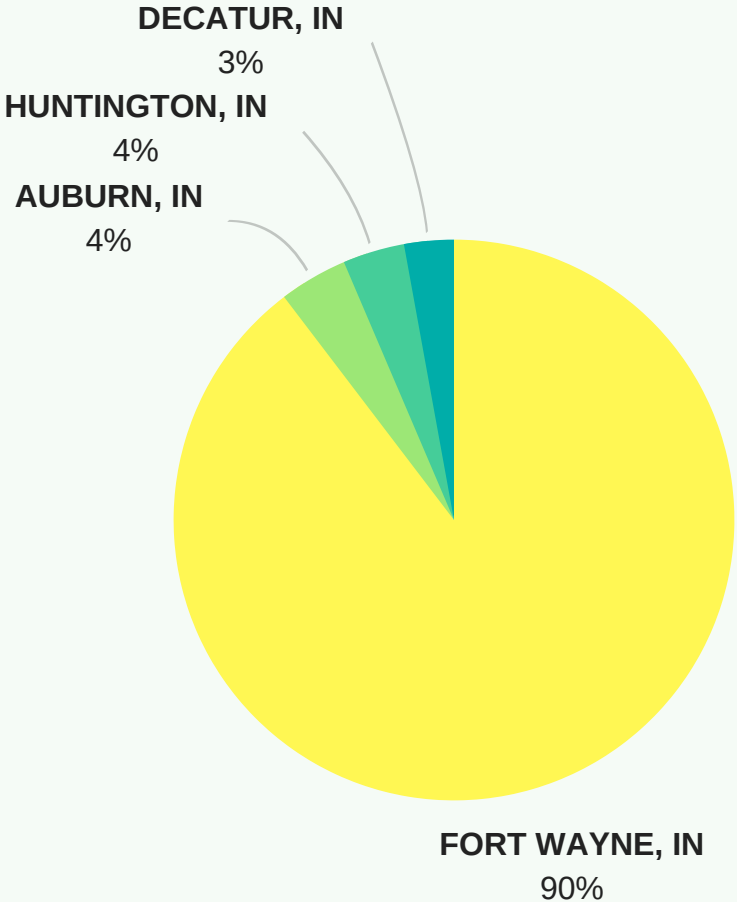
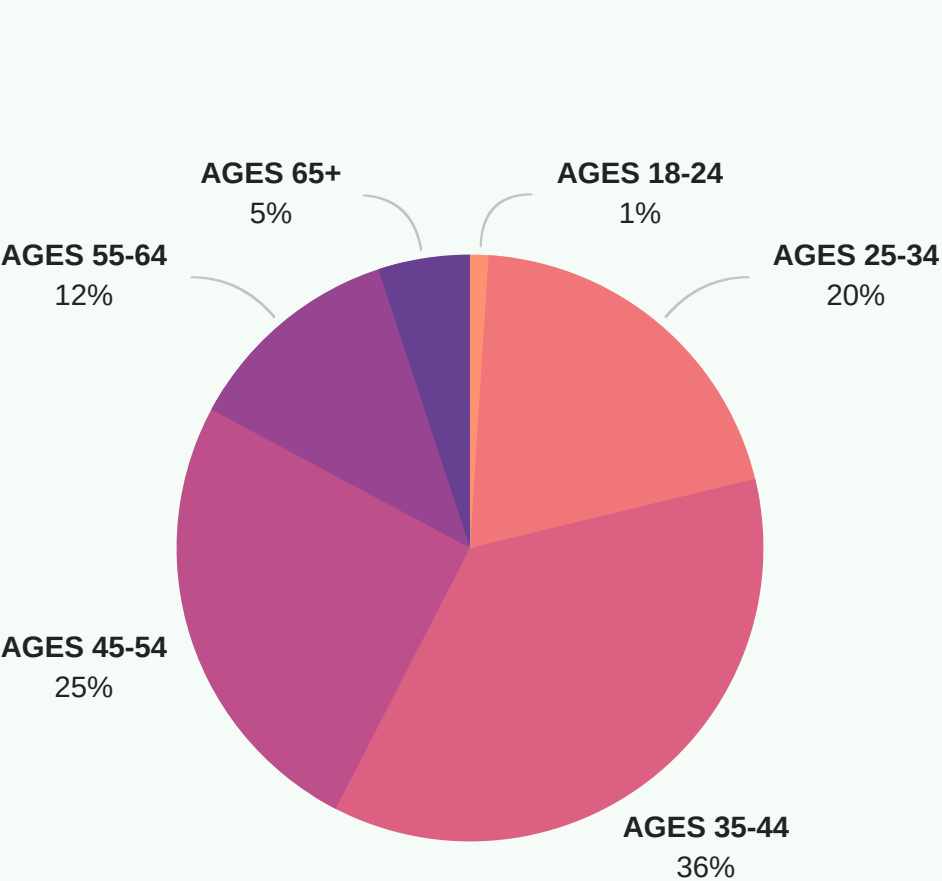
Reactions, Comments, Shares



# FORT WAYNE FACEBOOK FANS

68% Women | 32% Men

Below percentages show age groups and cities for our Fans.





# FORT WAYNE HIGHLIGHTED FACEBOOK POSTS

2018 at a Glance

Before we open on May 7th, get to know our General Manager David! 10 fun facts about the new, fearless leader of Ruth's Chris Fort Wayne:

**19,929**

Reach

**921**

Reactions, Comments, Shares



Mark your calendars! Our opening date is May 7th, and we'll begin taking reservations the week of April 23rd. Be one of the first to try the Ruth's famous sizzle in Fort Wayne!

**13,724**

Reach

**868**

Reactions, Comments, Shares



We want YOU to be the first to see our restaurant! We're giving away tickets for you and a guest to be the first to preview the restaurant this upcoming Thursday, May 3rd. How to win: Since we're new in town, we want to hear what you love most about Fort Wayne! Like our page, and leave us a comment sharing your favorite part about living in Fort Wayne.

**36,541**

Reach

**3,432**

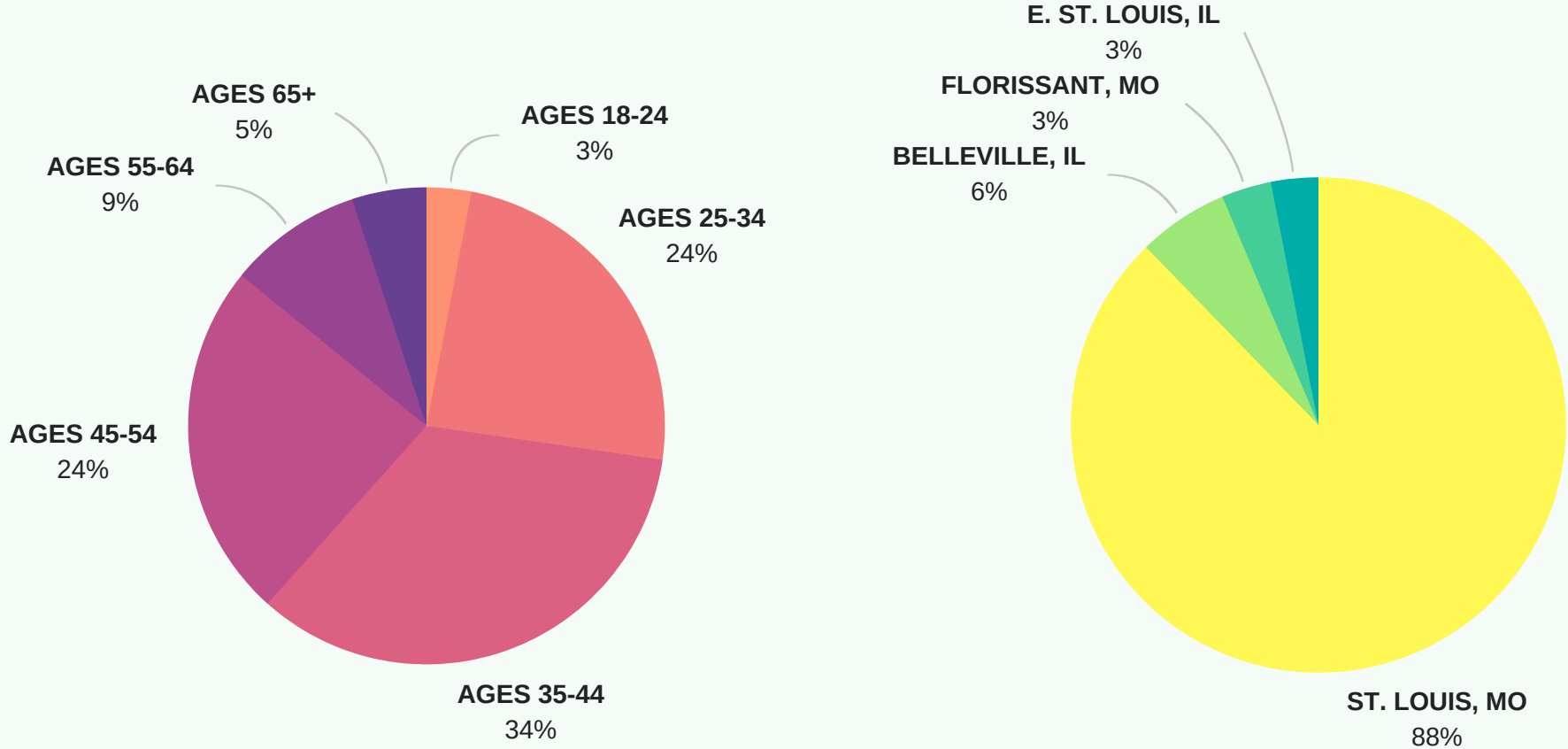
Reactions, Comments, Shares



# ST. LOUIS FACEBOOK FANS

63% Women | 37% Men

Below percentages show age groups and cities for our Fans.



# ST. LOUIS HIGHLIGHTED FACEBOOK POSTS

2018 at a Glance

Who says you have to leave town to have a romantic getaway? We've partnered with Hyatt Regency to help you spoil your Valentine all month long. Ruth's Chris Dining Package includes an overnight stay, \$100 Ruth's gift card, complimentary champagne toast & valet parking.

**4,837**

Reach

**127**

Reactions, Comments, Shares



Do you want to go to a St. Louis Cardinals game for FREE? Well step right up! We have tickets for this Tuesday's 7:15pm game against the Royals, and we want you and a guest to go to go! How to win: Like our Facebook page, tell us why you should win the tickets, and we'll randomly pick winners on Friday.

**3,920**

Reach

**175**

Reactions, Comments, Shares



Struggling with what to get Dad for Father's Day? How about two Cardinals tickets to Saturday's 7:15pm game and a \$50 gift card to Ruth's Chris? To win, comment below telling us why your dad/a father figure/a dad you respect deserves the perfect Father's Day weekend. Winners will be chosen at random on Friday.

**1,995**

Reach

**98**

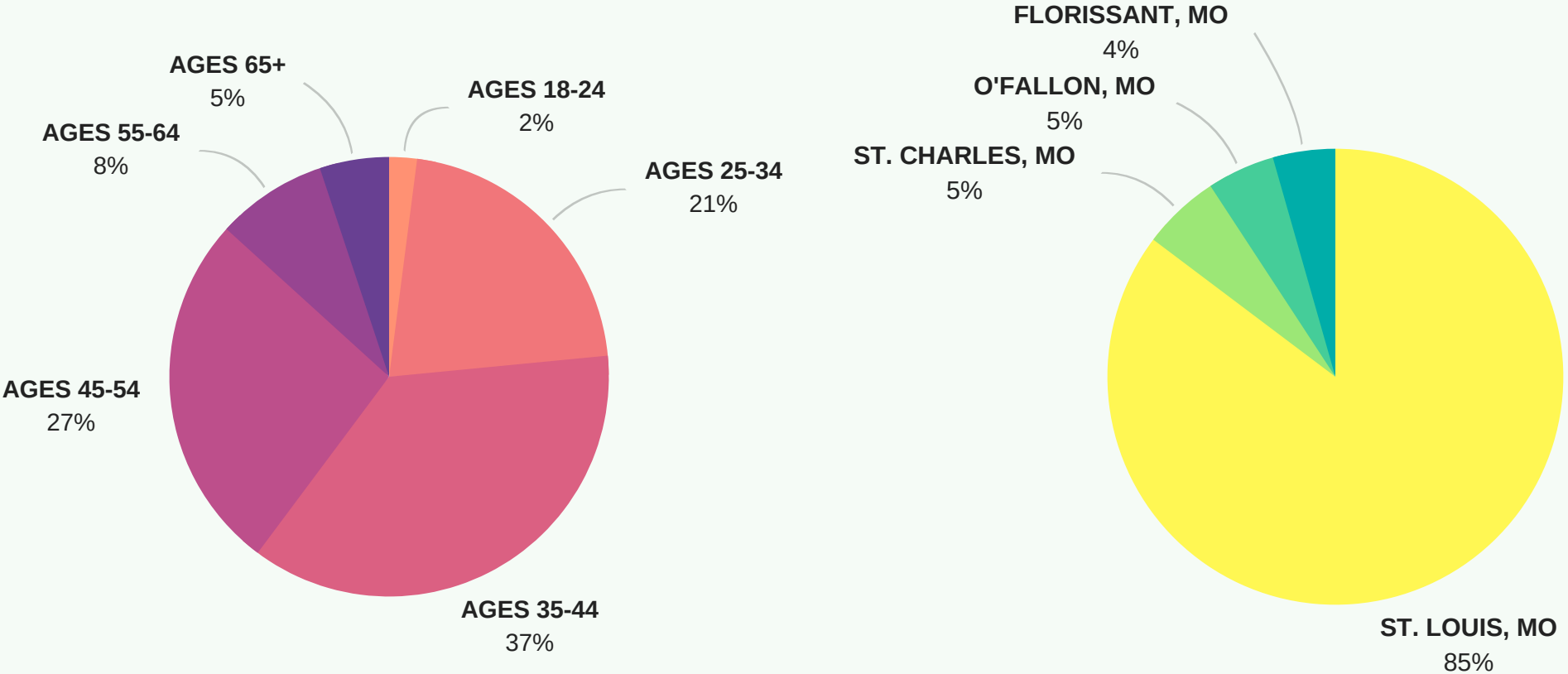
Reactions, Comments, Shares



# CLAYTON FACEBOOK FANS

65% Women | 35% Men

Below percentages show age groups and cities for our Fans.



# CLAYTON HIGHLIGHTED FACEBOOK POSTS

2018 at a Glance

Clayton Restaurant Week starts Monday, January 22nd. Make your reservations now for a sizzling \$35, 3-course dinner with us!

**1,928**

Reach

**32**

Reactions, Comments, Shares



Introducing Prime Time at Ruth's Clayton - the perfect 3-course meal at the perfect price. Dine before 6pm daily and enjoy three sizzling courses starting at 49.95

**6,089**

Reach

**219**

Reactions, Comments, Shares



We hope you're all ready for a great weekend! We'll start it off with Hudson and the Hoo Doo Cats on the patio Friday, and Alan Ox out here on Saturday. And we couldn't forget our mother's: Open 12-9pm Sunday for Mother's Day!

**1,220**

Reach

**61**

Reactions, Comments, Shares

