

PRESS RELEASE

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Ruby Slipper Suspends Work on Gainesville Location

Proposed restaurant will not open in Butler Town Center this year; new locations in Louisiana and South Carolina coming soon

GAINESVILLE, Fla. (Sep. 7, 2023) – Ruby Slipper Restaurant Group has paused opening its proposed location in Butler Town Center in Gainesville. Originally planned for later this year at 3630 SW 32nd Ct., the location was slated to be the New Orleans-based eatery’s fourth Florida restaurant, but first outside of the Panhandle.

“We genuinely appreciate the partnership we had with Butler Enterprises as we prepared to spread our love of brunch further south in The Sunshine State,” said Ruby Slipper Restaurant Group CEO Elizabeth McGee. “Unfortunately, we encountered operational complexities with the planned Gainesville location. In light of this, the best business decision for us at this time is to continue our expansion efforts in closer proximity to our existing locations.”

For now, Ruby Slipper is shifting its focus to upcoming openings in Metairie, Louisiana, and Columbia, South Carolina. The popular brunch brand intends to resume its growth in Florida soon, adding to its current restaurants in Pensacola, Destin, and Miramar Beach.

“We support their decision to pause a Gainesville location,” said President & CEO Deborah Butler. “We respect the redirection to focus on a proper support structure to ensure consistent quality and service for their customers.”

The original Ruby Slipper Café opened in New Orleans over 14 years ago and has since expanded with Ruby Slipper and Ruby Sunshine locations across Alabama, Florida, Louisiana, North Carolina, South Carolina, and Tennessee.

ABOUT RUBY SLIPPER RESTAURANT GROUP

Ruby Slipper Restaurant Group was founded in New Orleans in 2008 to help bring the community together over a shared love for brunch. Now, over a decade since that first cozy Ruby Slipper Café, the group has grown to operate two brands with more than 20 restaurants in six states. Serving all-day brunch and eye-opening cocktails, both Ruby Sunshine and Ruby Slipper Café are open seven days a week. For more, follow Ruby Sunshine on Facebook and Instagram, and visit online at rubybrunch.com.

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