

TONY&GUY CELEBRATES GRAND OPENING OF ITS FIRST CANADIAN FRANCHISE



TONY&GUY celebrated the grand opening of its first Canadian franchise in Toronto's upscale Yorkville neighbourhood this September.

After a recent restructuring, T&G emerged with a promising growth strategy, offering franchises in both their salon and academy models. Already with locations in 42 countries worldwide,

T&G's expansion into the heart of Toronto was a natural next step.

Canada's first location is owned and operated by power couple, Clarissa and Rob Pupo. For them, it was a clear decision when the opportunity to open under the TONY&GUY brand arose. "I started my career with the TONY&GUY family," co-owner Clarissa said. "Not

only do I know their techniques well, I've also seen the success over the competition. It's a team I'm enthusiastic to stay with." The new salon marks T&G's continued entrepreneurial vision the company is fostering across Canada.

The new salon features the signature style the TONY&GUY brand is known for: a bold design with unfinished flooring, exposed painted brick and sleek white counters. The in-house team features award winning stylists and make-up artists trained under the renowned T&G methodology.

Co-owner, Rob Pupo had his first exposure to TONG&GUY when assisting at a London hair show. "They had an energy that stood above the rest." He said. This distinction Rob noticed was built by the Mascolo brothers, with over 50 years of experience in the hairdressing industry. To this day they continue to set the standard for fashion-forward styling. "It's exciting for both of us to take part in this growing legacy."

www.tonyguy.com/

MR MIKES STEAKHOUSECASUAL HEIGHTENS THE GUEST EXPERIENCE WITH NEW BOARD GAMES PROGRAM



Restaurant brands are now turning to methods beyond the immediate great food, atmosphere and service to attract guests and maximize the guest experience.

MR MIKES SteakhouseCasual, a steakhouse franchise with 25 locations across Western Canada, is a case in point. On

September 7, the restaurant introduced board games, including Jenga, Battleship, chess, and Scrabble. The urbanLODGE section at every MR MIKES SteakhouseCasual now carries eight very different board games, to encourage guests to relax, socialize and have fun, while enjoying a meal or drink.

Introducing the nostalgic pastime was a way for MR MIKES SteakhouseCasual to heighten the guest experience, giving guests a sense of fun and nostalgia that they are unlikely to get when they dine out elsewhere. All they have to do is select a game from the games table, and start playing.

The MR MIKES SteakhouseCasual in Dauphin, Manitoba has already experienced a very positive response to their board games program. Since the location opened in June, the store has welcomed diverse groups who come to enjoy the activity on a regular basis, including teenagers laughing and joking over a game of Jenga, and a couple who comes in for a weekly game of chess.

www.mrmikes.ca