



**RAMMP**  
HOSPITALITY BRANDS INC

## The RAMMP Report

Winter 2017



**Ontario... we think this is the beginning of a beautiful friendship!**



**NOW OPEN!**

It's official — MR MIKES isn't just a "west coast thing" anymore. On November 21st we received a very warm welcome from Welland, Ontario — the very first MR MIKES location in the province of Ontario. We truly feel this market is ready for the SteakhouseCasual experience and can't wait to introduce these new guests to our delicious menu items, irreverent brand and first class guest experience. Congratulations Niagara Steakholders Ltd. Next stop, St. Catherine's in 2018!



**aaaand...**

**Welcome to the Island!**

We were proud to open our 36th location (and second on Vancouver Island) this past October in Langford, BC. The response from guests has been extremely positive! We're excited to watch this store grow and become a part of the Langford community. Congratulations to the McCallum Hospitality Group and welcome to the MR MIKES team!



**NOW OPEN!**



**MR MIKES**  
SteakhouseCasual  
**LANGFORD**



## A second MR MIKES has arrived in Manitoba!

The bustling town of Winkler is located 100km southwest of Winnipeg and was the perfect place to bring our SteakhouseCasual concept. Guests were excited to welcome us this past August and have been enjoying their casual steakhouse experience ever since! Congratulations to franchisees Kevin Braun, Abe Neufeld and Marvin Thiessen!

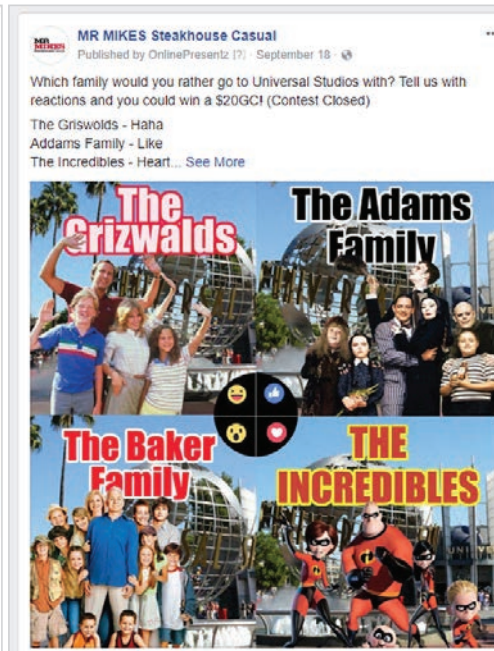


**NOW OPEN!**

## Hooray for Hollywood!

**Hooray for Hollywood** was a blockbuster this summer with over 5,000 entries. We saw a ton of engagement on social media (over one million impressions!) and had a lot of fun playing up the Hollywood aspect of the contest. **Congratulations to our winner, Jen, from Red Deer, Alberta.**

Check out some of our social media posts from the contest below:

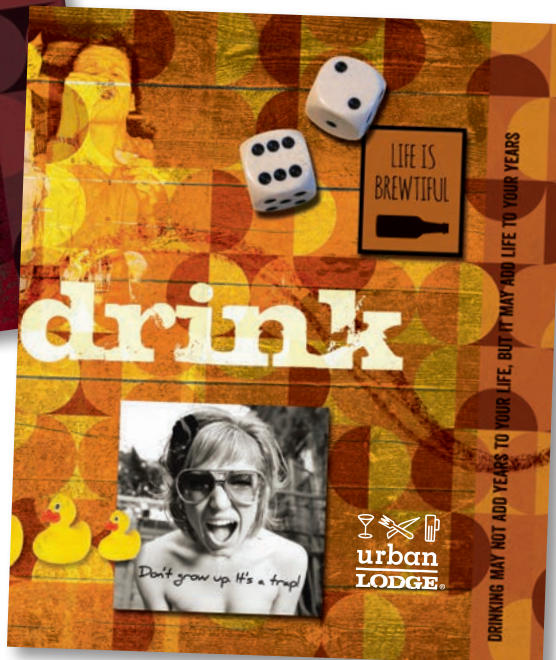






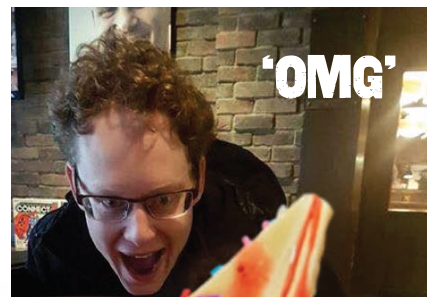
## New Drink Menus are a Hit

We launched our new Drink Menu this Fall and it appears our guests have been getting "Social" with these easy to share and very delicious **Sociabowls**. We're thirsty just thinking about them!



## Fall Flavours Finished Strong!

Two words: JUNKBOWL 5000. (Err, okay, I guess that's a word and a number). Either way, this new dessert was a guest favourite on our Fall Flavours menu.



**FRESH,  
TASTY  
AND 100%  
PUMPKIN  
FREE!**





# FEBrewARY!

Our **FebBrewary** contest winners had a blast at Oktoberfest in Germany! They joined us back at MR MIKES when they returned for a juicy steak!



## LIVIN' THE MR MIKES SteakhouseCasual MIKES LIFE



Luke Chakrabarti joined us on **Bring Your Kid to Work Day**. He learned about social media and helped stuff some pamphlets.



The RAMMP team got into the spooky spirit with a **Halloween Relay**.



## Social Media Highlights



**OUR STONEWATER STORES ARE PICTURED HERE PRESENTING THE BREAKFAST CLUB OF CANADA WITH A \$14,000 CHEQUE**



**MR MIKE'S LANGFORD IS GETTING READY FOR THEIR TOY DRIVE IN SUPPORT OF DEEDS WELL DONE. HEY, DID ANYONE ID THESE GUYS?**

**HIGH FIVING WHILE YOU PLAY A GIANT GAME OF JENGA — NOW THAT'S TALENT!**







Well... we are excited to announce that the RAMMP 2018 Conference is heading to Sin City itself, **Las Vegas, Nevada.**

This is a great opportunity for all RAMMP Hospitality Brands franchisees, operators and **supplier partners** to connect and spend time together. **And we want you to be a part of it in a big way.**

**May 15 & 16, 2018  
Las Vegas, Nevada**



- Opening 8 new stores in 2018 for a total of 45 stores (we can see the future!)
- Surpassing \$100 million in system sales
- First Ontario store opened in Welland in November 2017 with our next Ontario location planned for 2018 in St. Catherine's
- Set to open another 35+ stores in the next 5 years

**See you in Vegas  
- May 2018!**

**OUR RAMMP TEAM  
TRAVELLED TO CABO SAN  
LUCAS, MEXICO FOR SOME  
STRATEGIC PLANNING  
AND RESEARCH**



Check out this article published October 30, 2017 in **Canadian Business Franchise** from our very own Senior VP of Business Development, Rick Villalpando.

## Choosing the Perfect Franchise Partnership

In today's business marketplace, franchising is an attractive option for entrepreneurs who are seeking opportunities to go into business for themselves, to expand their earning potential and/or to begin a new career. A prospective franchisee should seek out a system based on the strength of its concept and its credibility.

There are a number of important aspects of a franchise system you will need to investigate if you are hoping to make the perfect purchase decision and create a positive, lasting business partnership with your franchisor. The following are some helpful tips, based on actual franchise development experiences, to achieve both of these aims.

### Making the right investment

The first question you need to ask yourself, as a potential franchisee, is what type of business do you see yourself in? The franchise concept you select should be one you are passionate about and can

envision yourself being immersed in every day for the long term.

To determine which type of business is best for you, ask yourself what type of industry you would enjoy being part of, what specific products and/or services you are passionate about and what types of people you like dealing with. After all, the term of a franchise agreement with a franchisor will often be for 10 years, with the option to renew for an additional 10 years. You will therefore stand the best chance of success if you choose a business you can be truly enthusiastic about building.



**Read the whole article here >**

A promotional graphic for MR MIKES' 'Deeds Well Done' program. It features a heart-shaped logo with the text 'MR MIKES Deeds Well Done'. The background is a warm, golden-yellow with a bokeh effect. Text on the graphic includes: 'Tell us about a charity that has had a huge impact on your community. They'll be entered to win a \$500 donation'. Below this, it says 'One prize in each of the 37 communities that MR MIKES is located.' Further down, it says 'Plus... to thank you for nominating your good deed doer, we'll send you a \$25 MR MIKES Bonus Certificate'. At the bottom, it says 'Nominate a charity now!' followed by the website 'deedswelldone.com' and the hashtag '#DeedsWellDone' with a small arrow pointing to it.

**MR MIKES Deeds Well Done**

Tell us about a charity that has had a huge impact on your community. They'll be entered to win a

**\$500 donation**

One prize in each of the 37 communities that MR MIKES is located.

**Plus... to thank you for nominating your good deed doer, we'll send you a**

**\$25 MR MIKES Bonus Certificate**

**Nominate a charity now!**

[deedswelldone.com](http://deedswelldone.com)

#DeedsWellDone

## Deeds Well Done

**MR MIKES is Rewarding Good Deeds once again this year.**

The fifth-annual Deeds Well Done program kicked off November 20th and runs until December 31. During this time, guests can nominate a registered charity in their community. One registered charity from each of MR MIKES 37 stores will receive \$500 from the franchise, resulting in more than \$18,000 being donated to charities throughout Canada. MR MIKES has donated over \$40,000 since 2012 through the Deeds Well Done program.

**Get your nominations in by December 31st!**



# Staff Spotlight

Darian Newstead, Marketing Coordinator

## What is the best part of being a part of the RAMMP team?

*I would say the culture and the people here on the RAMMP team is the best part. It is a great group of people and we love to have fun. We have a games room that allows us to take a break from our work and play against others within our office. Generates a little competition as well which is great.*

## What is the greatest challenge you've had to overcome in your (personal or professional) life and what did you learn from it?

*I think my greatest challenge thus far would have been finishing my business degree successfully – and with honours. After a lot of hours, dedication, and work, I was able to complete the program. I knew it would all be worth it in the end but there were a lot of nights that I had to dig deep to really push through.*

## If you could give one piece of advice to your 15 year old self, what would it be?

*Don't be afraid to try something and continue to push yourself outside of your comfort zone. Life only gets better.*

## What would you do (for a career) if you weren't doing this?

*I love animals so a career working with them would be fun. I have always thought it would be so cool to be a marine biologist and work with dolphins. They are one of the smartest animals out there and you could learn so much from them.*

## What's a fun fact/hidden talent etc. that your co-workers would be surprised to know about you?

*I have been featured on our dessert menu and bar menu as a hand model. I seem to be in high demand now. 😊 So I would say this is a fun fact/hidden talent of mine.*



## We are a Growing Family

For information about Franchisee Opportunities or ideas on future content, please contact:

604.536.4111