



RAMMP
HOSPITALITY BRANDS INC

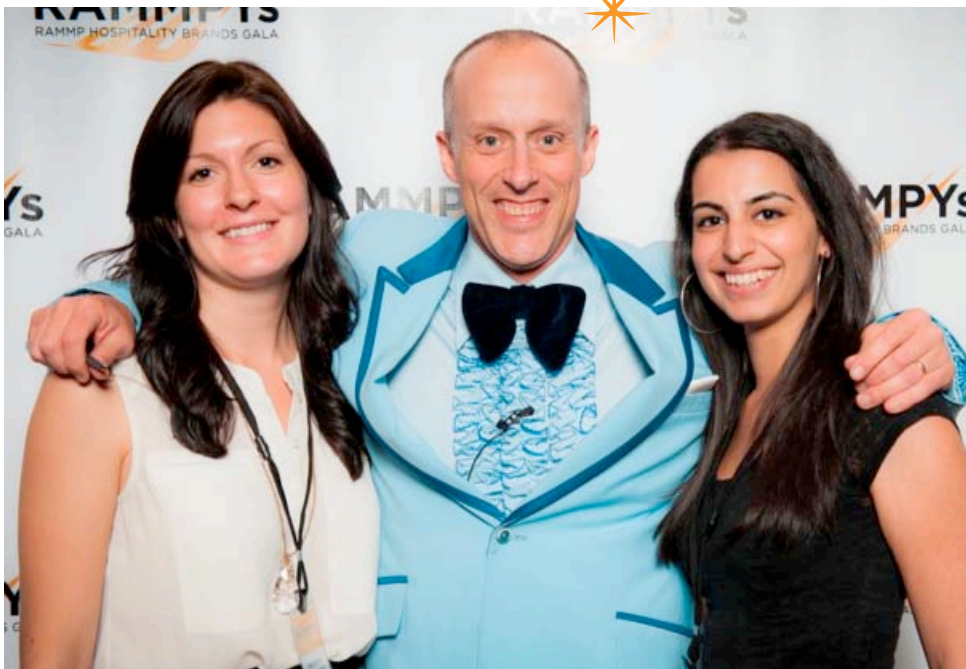
The RAMMP Report

FALL 2013

Welcome to the Fall 2013 issue of the RAMMP Report celebrating and sharing our brands' activities and excitement from the past few months. This issue focuses on our participation in our communities, an outlook for the Foodservice industry, social media highlights and the growth of our franchise system. We hope you enjoy reading and learning more about our brands and the direction they are moving in.

THE 2013 RAMMPYs RAMMP HOSPITALITY BRANDS GALA

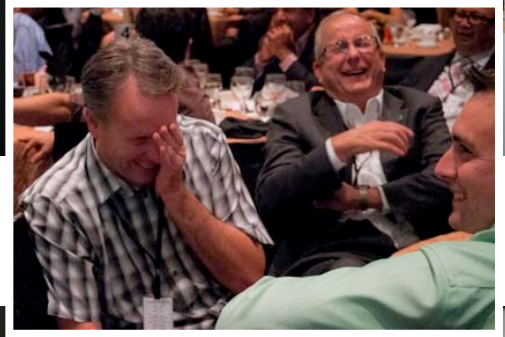
RAMMP's third annual conference saw the launch of the world renowned RAMMPYs; an awards celebration recognizing the great contribution and exceptional performance of our franchisees and suppliers. Thanks to all of those involved in planning such a great event. Based on all of the feedback we received from our attendees, it was a huge success! We put on a reception and awards presentation dinner where everyone had a fantastic time celebrating each other's accomplishments and had a chance to build relationships. A warm congratulation goes out to all of our well-deserving award winners of 2012! A big thank you goes out to all of our sponsors and all of those who took time out of their busy schedules to attend; we hope you enjoyed your time in Richmond. We have already started to work on next year's conference and hope to see you all again next year in beautiful Kelowna, BC.



[More photos >>](#)

THE 2013 RAMMPYs

RAMMP HOSPITALITY BRANDS GALA



THE 2013
RAMMPYs
 RAMMP HOSPITALITY BRANDS GALA

Award Winners



Highest Sales Award Winners
**Winners: Guildford Pantry, Mission Rockwell's
 and Grande Prairie MR MIKES**

Restaurant of the Year
 The Pantry/Rockwell's
Winner: North Vancouver Pantry



Marketing Community Spirit Awards
**Winners: White Rock Pantry
 and Mission MR MIKES**

Restaurant of the Year
 MR MIKES SteakhouseCasual
Winner: Terrace MR MIKES

In the Community

Giving back to the communities in which we live and work is one of the driving values of RAMMP. We are privileged to have participated in many exciting and valuable events this summer. Here are some highlights from community events we have been involved in the last few months.

MR MIKES Steakhouse Casual



Our Okotoks team put on a BBQ to raise money for victims of the Alberta Floods. Great work Okotoks!



Head office staff participated in the Simon Fraser University BBQ that fed 1800 students/alumni to celebrate their 50 year anniversary.



The Langley team participated in the Mr Lube Customer Appreciation Day and gave out Free Mikeburgers! Awesome job Langley.



Here is our Terrace team participating and sponsoring the Terrace Volleyball Beach Blast, which they do every year! It looks like a blast!



In the Community continued

MR MIKES SteakhouseCasual



Head office staff participated in the Kick for a Cure event for the Michael Cuccione Foundation in Coquitlam to help raise money for Childhood Cancer.

THE PANTRY™ RESTAURANTS [home] fresh

Our White Rock team helped to raise money for the BC Children's Hospital by serving free pancakes!



The Newton team participated in the Mr Lube Customer Appreciation Day serving up free burgers.

Social Media

Here are some highlights from our social media pages. Make sure to follow us on Facebook and Twitter if you aren't already!



MR MIKES Steakhouse Casual
September 9

SFU 50th Anniversary (8 photos)
Today we were busy at work - grilling over 2000 #Mikeburgers at #SFU for their 50th anniversary celebration! We had a blast 😊

MR MIKES Steakhouse Casual
September 17

Et voilà!! Cutting the tape at the grand opening of #MrMikesSlaveLake last Saturday!

Like · Comment · Share
58 people like this.

MR MIKES Steakhouse Casual
19 hours ago

AWESOMESAUCE!! Win a VIP dinner for friends and a bottle of VINO by entering our contest! Invite your friends to the contest for a chance of winning! Follow the link /QBC8Pz

ENTER TO WIN a VIP Dinner for 4

No purchase necessary. Must be age of majority in province you reside in to enter. Contest closes October 13, 2013 at 10:00pm. Prize must be accepted as awarded, claimed on or before November 2, 2013 and has no cash equivalent.

Like · Comment · Share
51 people like this.

Totally impressed with how Warren dealt with my recent complaint from our experience Saturday evening!!!! Thank you so much for getting in touch, and for what you are doing for our family 😊

Like · Comment · August 26 at 12:22pm

MR MIKES Steakhouse Casual likes this.

Write a comment...

MR MIKES Steakhouse Casual Glad to hear he was able to help you with the situation. Again our apologies that the meal was just not up to standard and please be sure to let us know how your next visit goes!

Like · Reply · August 26 at 1:40pm

Will do for sure 😊

Like · August 26 at 1:58pm

Write a reply...

The Pantry Restaurants
April 26

Our White Rock Pantry location will be hosting a FREE Pancake Breakfast (with donations to the BC Children's Hospital) on Saturday, May 4th 7am - 2pm. Enjoy tasty pancakes while helping kids in need!

FREE PANCAKE BREAKFAST BY DONATION

all proceeds going to **BC CHILDREN'S HOSPITAL**

SATURDAY, MAY 4th from 7am - 2pm

The Pantry Restaurants
May 7

Pancake Breakfast for Children's Hospital (4 photos)
We had a great turn out at our 'All You Can Eat Pancake Breakfast' this past Saturday! Thanks to everyone that came out and donated. With your generosity, we were able to raise total of \$750.00 for BC Children's Hospital Foundation, which we will be combining with other funds we have raised for a total donation of \$1250.00!

Rockwell's Grill & Bar
August 2

Well it is almost here, the start of the long weekend! Any plans?

I see it approaching

The much-awaited, deeply desired **LONG WEEKEND!!**

Rockwell's Grill & Bar shared a link.
Yesterday

Have you tried our Bavarian special coffee? It is the perfect blend of Kahlua, peppermint schnapps and whipped cream! Perfect for an after dinner dessert any day of the week. Make sure to try one tonight or any of our other special coffees or desserts: <http://rockwells.ca/menus/drinks/desserts/>

Rockwells :: Desserts
rockwells.ca

The Pantry Restaurants shared a link.
September 13

It's the weekend! So don't forget to come into one of our Pantry locations to try our Comfort Classics menu! Perfect for any meal of the day and its buy one get one free! It's perfect for bringing the family and spending some time together and it's only for a limited time. Check out our menu items here: <http://ow.ly/oKzq9>

The Pantry Restaurant - Menu Specials
ow.ly

Outlook of the Industry

Canadian Foodservice Industry Sales

Canadian foodservice industry sales represented approximately 3.6% of national gross domestic product in 2012, and **industry sales are expected to increase by 3.6% to \$67.9 billion in 2013**. The Canadian foodservice industry is divided into commercial and non-commercial sectors. Commercial foodservice includes full-service restaurants ("FSR"), quick-service restaurants ("QSR"), and drinking places. Chain foodservice sales reside in these three categories. *(Thanks GE Capital)*

Historic Nominal Foodservice Sales by Sector

	2009		2010		2011		2012		2013	
	Final	Change	Final	Change	Final	Change	Preliminary	Change	Forecast	Change
Quick-service restaurants	\$ 20,133.8	3.2%	\$ 21,219.7	5.4%	\$ 21,962.0	3.5%	\$ 23,144.6	5.4%	\$ 24,024.1	3.8%
Full-service restaurants	20,675.0	-0.9%	20,931.4	1.2%	21,486.0	2.6%	22,693.2	5.6%	23,487.4	3.5%
Contract and social caterers	3,732.8	-3.1%	3,997.6	7.1%	4,213.5	5.4%	4,395.8	4.3%	4,602.4	4.7%
Drinking places	2,554.8	-0.2%	2,467.7	-3.4%	2,362.4	-4.3%	2,351.3	-0.5%	2,332.5	-0.8%
Total Commercial	\$ 47,096.4	0.6%	\$ 48,616.3	3.2%	\$ 50,024.0	2.9%	\$ 52,584.8	5.1%	\$ 54,446.3	3.5%
Accommodation foodservice	\$ 4,861.0	-14.1%	\$ 5,206.0	7.1%	\$ 5,235.0	0.6%	\$ 5,544.0	5.9%	\$ 5,794.0	4.5%
Institutional foodservice ¹	3,251.9	-3.7%	3,392.3	4.3%	3,562.1	5.0%	3,697.9	3.8%	3,862.2	4.4%
Retail foodservice ²	1,282.3	4.4%	1,285.4	0.2%	1,267.6	-1.4%	1,314.5	3.7%	1,367.1	4.0%
Other foodservice ³	2,195.5	-1.0%	2,254.8	2.7%	2,304.4	2.2%	2,362.0	2.5%	2,416.3	2.3%
Total Non-Commercial	\$ 11,590.7	-7.1%	\$ 12,138.4	4.7%	\$ 12,369.0	1.9%	\$ 12,918.4	4.4%	\$ 13,439.6	4.0%
Total Foodservice	\$ 58,687.1	-1.0%	\$ 60,754.7	3.5%	\$ 62,393.0	2.7%	\$ 65,503.2	5.0%	\$ 67,886.0	3.6%
Menu inflation		3.5%		2.4%		2.9%		2.5%		2.5%
Real Growth		-4.5%		1.1%		-0.2%		2.5%		1.1%

Same Store Sales Growth 2007 through 2012, Selected Publicly-Traded Restaurant Chains

	Same Store Sales Growth Percentage					
	2007	2008	2009	2010	2011	2012
Minimum	-3.9%	-1.2%	-6.5%	-1.7%	-0.1%	-1.2%
Average	2.9%	1.8%	-1.5%	1.4%	2.5%	1.1%
Maximum	5.9%	7.3%	2.9%	4.9%	4.9%	3.7%

Source: fsSTRATEGY Inc. using data from publicly-traded company annual and quarterly reports.

Source: Canadian Restaurant and Foodservices Association's InfoStats, Statistics Canada, fsSTRATEGY Inc., and PKF Consulting

¹ Includes self-operated education, transportation, health care, correctional, remote, private & public sector dining, and military foodservice.

² Includes foodservice operated by department stores, convenience stores, and other retail establishments.

³ Includes vending, sports and private clubs, movie theatres, stadiums, and other seasonal or entertainment operations.

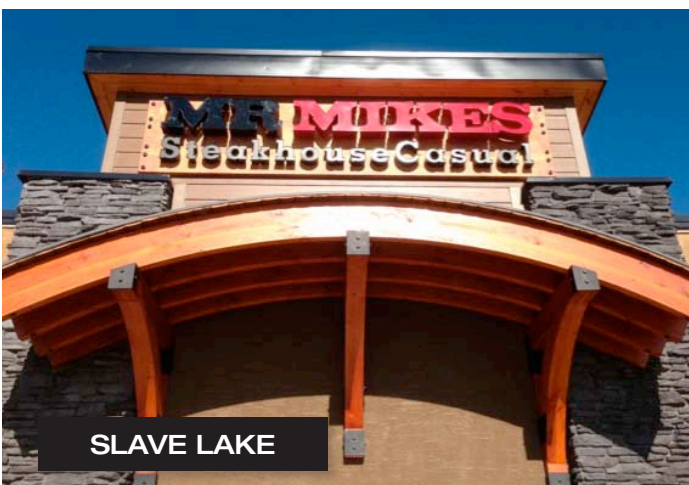
Franchise Growth

Our franchise system continues to grow. We are excited to announce that our Yorkton, Bonnyville, Slave Lake and Kamloops locations are the newest locations for MR MIKES and the RAMMP team. As for our Pantry team, there are eight locations flying Home Fresh banners through renovations and we have six locations to be completed. RAMMP continues to expand across Western Canada.

Store Openings 2013

MR MIKES SteakhouseCasual

- Yorkton
- Bonnyville
- Slave Lake
- Kamloops
- Kitimat (end of year)



Conversions 2013

MR MIKES SteakhouseCasual

- Fort St John • Dawson Creek
- Cranbrook • Lethbridge
- Grande Prairie • West Edmonton Mall

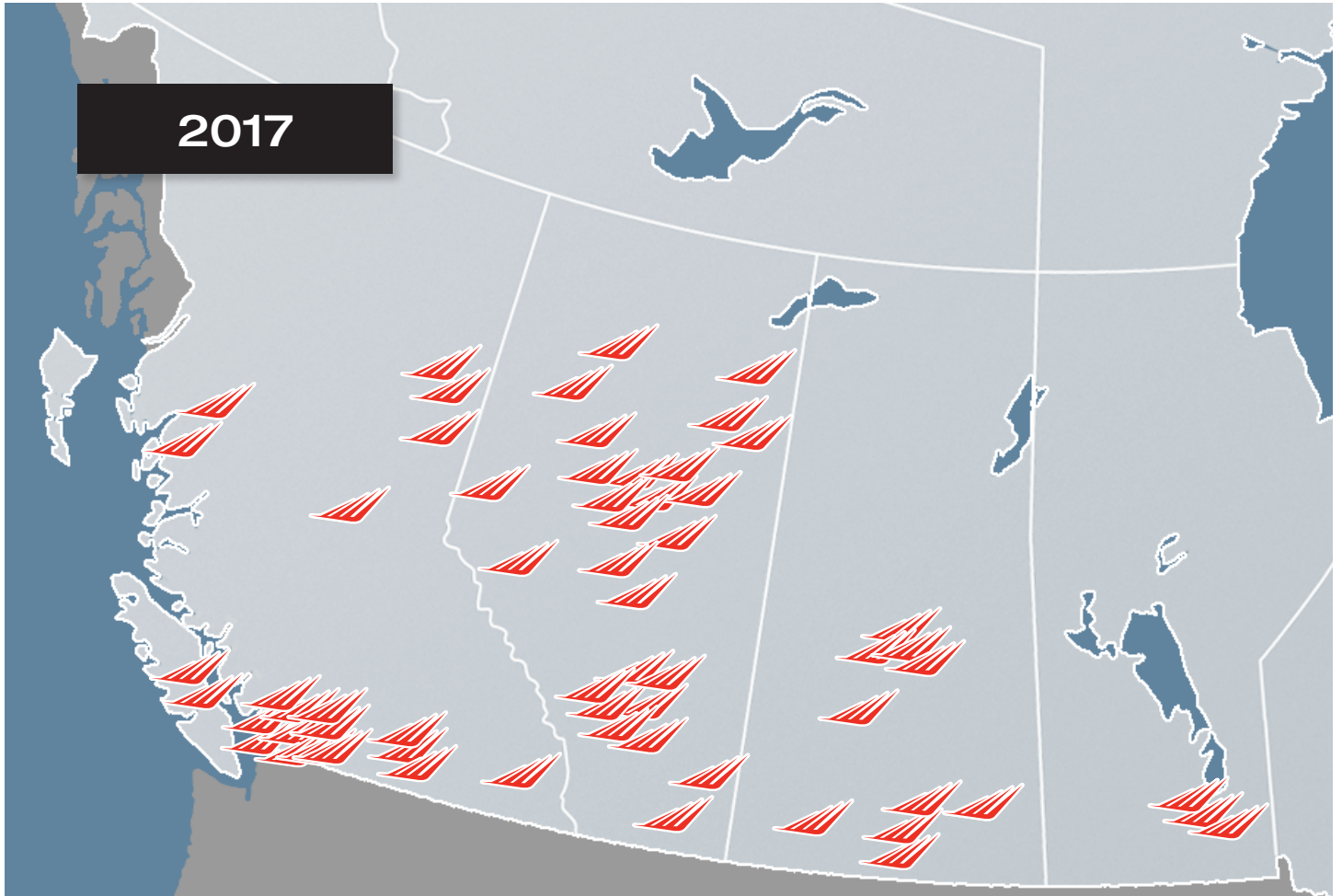
Pantry Home Fresh

- North Vancouver • Guildford

Future Plans >>

Franchise Growth continued

The future is bright. The combination of exceptional franchisees and exciting real estate opportunities are driving the growth of RAMMP units across Western Canada. Success is contagious!



For more information about these three exciting Franchise Opportunities please contact: **604.536.4111**

THE PANTRYTM
RESTAURANTS [home fresh]

MR MIKESTM
Steakhouse Casual



www.thepantry.ca

www.mrmikes.ca

www.rockwells.ca