



# RAMMP

HOSPITALITY BRANDS INC

## The RAMMP Report

Spring 2016



**Welcome.** Summer is just around the corner and we can't be more excited! But this issue of the RAMMP Report focuses on our great initiatives during the Spring and shows a glimpse of what we have been up to with all the great community events, store openings, and our exciting Caesar campaign.



Growing Family >>



## Cochrane our 28th member of the MR MIKES® family, opened in March.

The location has seating for 210 people which includes our dining room, our amazing urbanLODGE and a spacious patio. We offer great daily specials along with our famous happier hour.



We are proud to be part of the Cochrane community and look forward to introducing the MR MIKES SteakhouseCasual experience to our new neighbours.



**MR MIKES**  
SteakhouseCasual **is growing!**

### CURRENT LOCATIONS

Chilliwack, BC  
Coquitlam, BC  
Cranbrook, BC  
Dawson Creek, BC  
Duncan, BC  
Fort St. John, BC  
Kamloops, BC  
Kitimat, BC  
Langley, BC  
Mission, BC  
Prince George, BC  
Terrace, BC  
Quesnel, BC  
Airdrie, AB  
Bonnyville, AB  
Cochrane, AB  
Drayton Valley, AB  
Edmonton, AB  
Grande Prairie, AB  
Lethbridge, AB  
Peace River, AB  
Red Deer, AB  
Slave Lake, AB  
Prince Albert, SK  
Regina, SK  
Saskatoon, SK  
Yorkton, SK  
Dauphin, MB

### SOLD FRANCHISES

Langford, BC  
New Westminster, BC  
Prince Rupert, BC  
Williams Lake, BC  
Calgary, AB  
Camrose, AB **Open Summer 2016**  
Fort McMurray, AB  
Fort Saskatchewan, AB  
Hinton, AB **Open Summer 2016**  
High River, AB  
Lloydminster, AB  
St. Albert, AB  
Whitecourt, AB  
Estevan, SK **Open Fall 2016**  
Martensville, SK **Open Summer 2016**  
Brandon, MB  
Winkler, MB **Open Fall 2016**  
Portage LaPrairie, MB  
Winnipeg, MB  
Whitehorse, YT

### OPPORTUNITIES

Abbotsford, BC  
Kelowna, BC  
Nanaimo, BC  
Penticton, BC  
Vernon, BC  
Victoria, BC  
Calgary, AB  
Edmonton, AB  
Leduc, AB  
Medicine Hat, AB  
Olds, AB  
Sherwood Park, AB  
Strathmore, AB  
Moose Jaw, SK  
North Battleford, SK  
Swift Current, SK  
Weyburn, SK  
Selkirk, MB  
Steinbach, MB  
Thompson, MB  
Barrie, ON  
Hamilton, ON  
Kenora, ON  
Kitchener, ON  
London, ON  
Mississauga, ON  
Newmarket, ON  
North Bay, ON  
Orillia, ON  
Sault Ste Marie, ON  
Sudbury, ON  
Thunder Bay, ON

**For information about Franchisee Opportunities please contact: 604.536.4111**

**In the Community >>**

## In the Community

Giving back to the communities in which we live and work is one of the driving values of RAMMP. Check out these great initiatives.



**MR MIKES Duncan** team has once again rallied to help those battling Multiple Sclerosis. Their first initiative was to donate \$1 from the sale of every Mikeburger at lunch and \$1 from the sale of every steak entrée at dinner on both May 6th and May 7th.

In addition, team members generously donated all of their tips on May 7th. The group also hosted a BBQ in their parking lot where all Mikeburgers were sold for \$5 benefitting the charity. In all, the store will be making a total donation of \$2300 to the Multiple Sclerosis Society of Canada. Well done, MR MIKES Duncan!

**MR MIKES Cochrane** held a VIP night on Saturday, March 19th to mark its opening and give back to the community all in the same night.

Hosted by local owners Greg Tisdale and Steve Bauer, MR MIKES SteakhouseCasual donated all proceeds from the event to the Rock the Waves initiative, a fundraising campaign for the new aquatic and curling centre currently under construction in Cochrane. The official dollar amount for the donation hasn't been calculated yet but, according to Bauer, it will be around \$5,500, including a \$1,000 donation from RAMMP Hospitality Brands Inc.



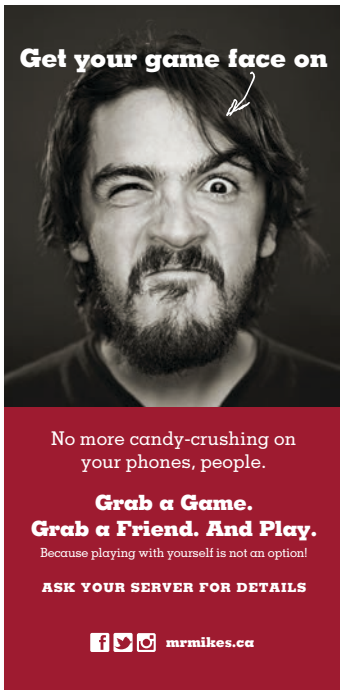


## RAMMP in The News

RAMMP has been featured in multiple local and national publications this year and here are some highlights.

**BeTheBoss.ca®**

The Best Franchises and Business Opportunities in Canada!



**Get your game face on**

No more candy-crushing on your phones, people.

**Grab a Game.**  
**Grab a Friend. And Play.**  
Because playing with yourself is not an option!

ASK YOUR SERVER FOR DETAILS

f t i mrmikes.ca

### MR MIKES SteakhouseCasual has launched board game experience in all locations

From: BeTheBoss.ca

“ Competition is growing in the food industry at a rapid rate, and today's consumers expect more than just food when it comes to their dining experience. In response to these trends, restaurants are increasingly searching for ways to reach new customers and keep old ones coming back for more. Right on the forefront of this new wave is MR MIKES SteakhouseCasual, with its board game innovation.

The casual restaurant offers a unique board game experience to its guests in all 26 of its locations in an area known as urbanLODGE. According to RAMMP Hospitality Brands' Vice President of Brand Strategy and Guest Experience, Arnie Licas, the idea behind this “adult rec room” is to have fun and not take things too seriously, messages that are consistent with the steakhouse's brand. MR MIKES offers an unpretentious, relaxed, be-yourself atmosphere with a sense of community. Although the Lodge area is aimed at adults, families are also allowed.

Guests entering a MR MIKES location are told by their server about the games available, and the brand is also promoting its program on social media. Available games include Scrabble, Jenga, Battleship, cards, chess, checkers and Trivial Pursuit. Many locations are seeing people returning to challenge each other at regular times each week. ”

**Read the full article [HERE](#)**

**MILLENNIAL**  
magazine  
our world. our way.

### Franchising: A good option for 1st Time Entrepreneurs

From M Mag April 15, 2016 by Doug Smith

“ Growing up watching young peers like Mark Zuckerberg start their own wildly successful companies, millennials have been called the most entrepreneurial generation – favoring startups over traditional office jobs. However, what many first-time entrepreneurs might not consider is a franchising option.

In fact, based on a recent Deloitte poll, 70 percent of millennials say they'd reject an office job to work independently. In a separate study, 1 in 5 reported they wanted to quit their current jobs and start their own projects. According to the Bureau of Labor Statistics, half to two-thirds of millennials expressed an interest in entrepreneurship; 27 percent already were self-employed.

While the thought of owning a business is alluring, the reality for a millennial can be daunting – especially compared to those from the Gen X or Boomer generations, who have had decades to build their financial portfolio, networks and skill sets. ”

**Read the full article [HERE](#)**

**Watch our new  
YouTube video  
[HERE](#)**



# MR MIKES Team Member in the Spotlight

Our team members do such a great job in ensuring every aspect of the MR MIKES operation is the best it can be and they are a huge part of our success. We want to celebrate our team members and here is a little about some of them.

## Waseem Jabre

General Manager  
MR MIKES SteakhouseCasual Drayton Valley

### Why did you decide to get involved with MR MIKES?

*I come from a corporate background and have always had the desire to run my own business in the restaurant industry. RAMMP has been a great support system from the very beginning, allowing me to combine my corporate identity with my love for the restaurant industry by being involved with the MR MIKES restaurant in Drayton Valley.*

### How has the addition of a MR MIKES restaurant in Drayton Valley impacted the community? How have residents responded to the new restaurant?

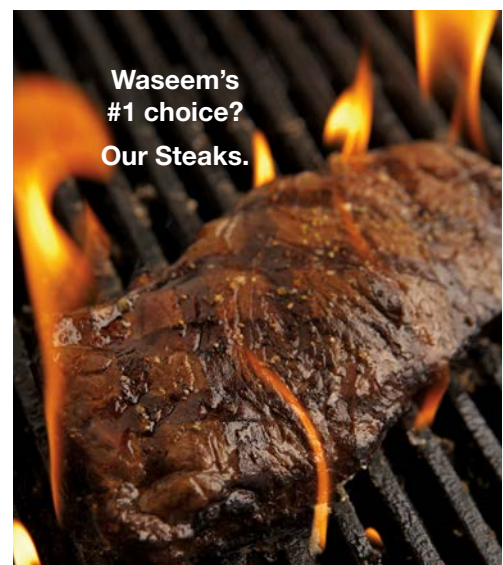
*Since the opening a month-and-a-half ago, we've had a great response. In fact, residents eagerly anticipated the restaurant before it even opened. MR MIKES represents an identity and culture that has never existed in Drayton Valley before. It's a casual steakhouse that also offers a light and fun vibe and is perfect for groups of all ages and backgrounds. The menu is affordable and has options for everyone. Our urbanLODGE also offers a place for people to unwind and feel at home while playing board games with friends and family. Lots of people have told us that this restaurant has been a long time coming and that Drayton Valley needed a place like this to come to.*

### What part of your job at MR MIKES do you like best?

*By far, I appreciate the opportunity it has given me to connect with the community. Having lived in Drayton Valley for three years now, and in Edmonton for 22 years before that, I already have a great network, but this restaurant has allowed me to meet even more people in the community. As well, in the tough Alberta economy, we're so happy to be able to create jobs for the local community and look forward to giving back in this way in the future as well.*

### What is your favourite item on the MR MIKES menu and why?

*Honestly, I am so impressed with all the food on our menu, but being from Alberta, I especially take pride in the steaks. It's the best! Everything from the taste to the presentation is done very well here.*



Waseem's  
#1 choice?  
Our Steaks.



# RAMMP Staff Spotlight



## RAMMP STAFF SPOTLIGHT: JOHN CHOI

- FIELD OPERATIONS MANAGER -

WHAT IS YOUR ROLE AT RAMMP AND  
WHAT DOES A 'DAY-IN-THE-LIFE' LOOK  
LIKE FOR YOU AT WORK?

I am the Field Operations Manager. I provide oversight to the company's Corporate restaurant holdings. I oversee the Corporate Training Centre in Chilliwack, where all new franchisees and managers undergo their MR MIKES SteakhouseCasual training program. Each day presents new challenges and opportunities that keep me on my toes. One day, I might be catching a flight halfway across the country to visit one of our fine establishments, while the next day I might be leading a franchise through their training program. It can be both physically and mentally demanding work, but it is very rewarding to see the positive results at the end of the day!



## RAMMP STAFF SPOTLIGHT: JOHN CHOI

FIELD OPERATIONS MANAGER



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

The best part of being a part of the RAMMP team is that even though we are a smaller company (that's rapidly growing!), we have huge aspirations and ambition! Being a part of a smaller company is great because we all know each other on a first name basis. In a five minute span, I can have separate conversations with the CEO, the VP of Operations and the Director of Culinary Services!



What is your favourite item on the MR MIKES menu and why?

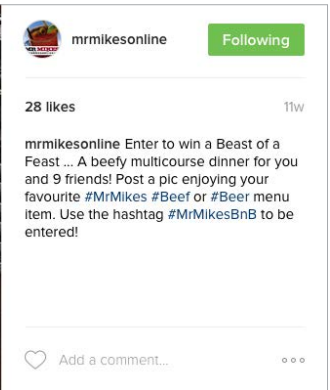
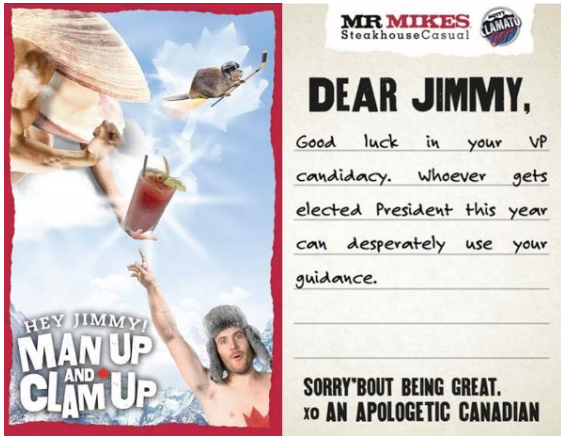
The Ragin' Cajun Ribeye! They don't call the Ribeye the "King of Steaks" without reason! Hot off the broiler, this highly marbled masterpiece will melt in your mouth. Mine is already watering!





# Social Media

Some great things have been happening at MR MIKES and we love to share those through our social media channels. Make sure to follow us, cause your missing out!



@mrmikesonline

@rammpfranchise



# What's going on at RAMMP HQ?

Here's a snap shot of some of the antics the Team get up to on a daily basis...



*Celebrating St. Patrick's Day all dressed up with a GREEN potluck lunch (we even had Green Eggs & Ham!)*



*Soup for a Cause lunch sponsored by Campbell's for Pink Shirt Day in support of Anti-bullying. All proceeds went to the CKNW Orphans fund.*



*Food testing... again!?*



*Quarterly staff event at the premier of "The Jungle Book"*

## New Faces



**John Choi**  
Field Operations Manager  
**Sara Baxter** Project Manager,  
Construction & Design



**Irina Costei (and new friend)**  
Marketing Specialist



**Lindsay Mitchell**  
Franchise Development  
Manager



**Allister Cave**  
Field Operations  
Manager



# National Campaign

**On Thursday, May 19th aka: National Caesar Day**, we launched our National Campaign. This Canada Day, MR MIKES SteakhouseCasual challenges Jimmy Kimmel to try Canada's National Cocktail, the Caesar.

**Calling all Canadians!** Canada is more than hockey, beavers, and polite Canadians – we have a lot to be proud of. We invented basketball, walkie-talkies and of course, our national cocktail, the Caesar.

**Canada's great and our Caesar is great.** We think Americans should try one, but we think they might be afraid of a little clam juice. **So we want Jimmy Kimmel to drink our Caesar on Canada Day** to celebrate our country's 149th birthday and show Americans they have nothing to fear. Starting May 19th, MR MIKES SteakhouseCasual is encouraging Canadians to show off their Canadian pride by visiting **[www.clamup.ca](http://www.clamup.ca)** to fill out a virtual postcard challenging Jimmy Kimmel to drink our national cocktail, the Caesar, on Canada Day.

**Have you ever seen beavers fly?** Check out our fun campaign video by clicking the link below:

**[clamup.ca/see-flying-beavers](http://clamup.ca/see-flying-beavers)**

Help us spread the word across this great country of ours. Let's show Americans they shouldn't fear a little clam juice!

Join us at **[www.clamup.ca](http://www.clamup.ca)** to tell Jimmy what's great about our country and challenge him to drink a Caesar. **Oh, and don't forget to enjoy a delicious Caesar sometime soon, eh?**



*Woo Hoo Guy made sure the entire RAMMP team filled out a postcard. Have your filled one out yet?*



## THE HISTORY OF THE CAESAR

### 1969

It's believed that the first Caesar was created by Walter Chell at the Calgary Inn.



### 360

million Caesars are made every year!

### Huh?

The Caesar is virtually unknown outside of Canada.



The difference between a bloody Mary and a Caesar is that a bloody Mary is made with tomato juice.



### 2010

The Caesar is officially named Canada's National Cocktail by Parliament.

### May 2-4

Annually, the Thursday before the May 2-4 long-weekend is National Caesar Day!

Franchising >>

## Trade Show Update

In the last few months our Franchise Team has been busy attending Trade Shows across Canada showcasing our franchise opportunities in Calgary, Toronto, Winnipeg, Vancouver and Regina.



Our youngest Future Franchisee. It's never too soon to start!



Watch a video of the Team in action at the Franchise Expo in Vancouver >>

With **35 stores** set to be open at the time of the 2016 conference and another **35 soon to follow**, the time is now to build your relationship and connections with RAMMP.

The RAMMPYs are going south! For the very first time, we're holding this two day event outside Canada in **Scottsdale, Arizona at the Westin Kierland**.

**October 3 & 4, 2016 Scottsdale, AZ**

Can't wait to see everyone there!



For information about Franchisee Opportunities or ideas on future content, please contact:  
**604.536.4111**

[www.rammp.net](http://www.rammp.net)



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