



RAMMP

HOSPITALITY BRANDS INC

The RAMMP Report

Spring 2017

Welcome! We are tumbling out of the winter cold and BREWing our way into 2017 with our Spring RAMMP Report. Missed your chance to win that trip to Mexico? You're in luck! How does a trip for two to **Oktoberfest** sound? Check out what else we've been up to, with a few new burgers to introduce, and lots of kind-hearted Deeds Well Done winners to congratulate. We're also excited to announce **seven** store openings this year. *Prost* to a great start to 2017!



In the News >>

In the News



The Franchise Whisperer

Rick Villalpando, Senior Vice President Business Development at RAMMP Hospitality Brands, sees himself not just as a seller of franchises, but as a small businessman, a tour guide and an illuminator. Over the course of his career, Rick has been integral to the success of some of the largest casual

dining brands in Canada and has built a reputation in the restaurant industry as the 'Franchise Whisperer'.

[Read more here](#)



Darren Flintoff Hall of Famer

We are proud of our very own Multi-Unit Franchisee Darren Flintoff, President, Stonewater Group who will be inducted into the BC Restaurant Hall of Fame and awarded with the Active Restaurateur Award in May.

Voted on by BCRFA members over the month

of November, these award winners embody what the BC restaurant scene is all about. Congratulations to Darren and stay tuned for photos in our next RAMMP Report.



Our annual MR MIKES Deeds Well Done program recognizes those who go above and beyond in their local community.

Amy Novakovski, community good deed-doer from Martensville, won our local Deeds Well Done program, which sees \$500 go to Bloom Children's Hospital Foundation in Saskatchewan.

[Read the full story here on Page 11.](#)

Thank you to everyone who participated in this year's Deeds Well Done campaign which helped support local charities in our MR MIKES communities throughout Canada.

With over 250 nominations it was tough to pick just one winner from each market as there were so many great stories. The winners received a \$100 MR MIKES gift card to treat themselves for all their hard work and \$500 to the charity of their choice. So without further ado . . .

[Check out our 32 winners here!](#)

MARTENSVILLE MESSENGER - FEBRUARY 9, 2017 - Page 11 Local "Good Deed Doer" Donates to Charity Close to Heart

Ciarra O'Reilly, Martensville Messenger

MR MIKES® annual "Deeds Well Done" program kicked off between November 14th and December 31st, and nominations were accepted on behalf of the 'good deed doers' across Western Canada. One winner was chosen from each of 32 communities and Martensville's own, Amy Novakovski, was chosen as the prized candidate for the program. Novakovski received \$500 from the program to donate to the charity of her choice, and also received a \$100 MR MIKES® gift card as a reward in recognition of everything she does within our community. "I was stunned to have been nominated and even more shocked that I had won," said Novakovski. The organization since chosen to receive

the \$500 donation is Bloom Children's Hospital Foundation of Saskatchewan. This organization was founded and built from the ground up by Novakovski herself, "seeing as my son spent some time in the NICU, it was important for me to give back," stated Novakovski. Thank you for all that you do, Amy!

MR MIKES® "Deeds Well Done" program takes place annually in order to recognize those that go above and beyond in local communities. MR MIKES® takes pride in recognizing those who are truly selfless, and took part in the goodness by donating \$16,000 to charities in 32 communities across British Columbia, Alberta, Saskatchewan, and Manitoba this season.



ABOVE: Amy Novakovski was the recipient of the MR MIKES® annual "Deeds Well Done" program and chose to have \$500 donated to the annual 'Bloom - An Evening of Love' fundraiser. (Ciarra O'Reilly/Martensville Messenger)

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.



Drayton Valley — All of MR MIKES servers including GM Waseem Jabre teamed up with several of the Thunder players for the night. All the tips made will be donated to the Drayton Valley Food Bank. Drayton Valley Thunder would like to thank Waseem and his entire staff for partnering up with the Thunder players and making the evening such a success and are looking forward to next year!



Camrose — Huge thank you to the 102 people who gathered at MR MIKES SteakhouseCasual Camrose for their 'Parent's Night Out' auction. They raised \$10,224.59 for the Regional Rural Children's Centre!

[Check out the full blog 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.

Kayla Allen

Cook • MR MIKES SteakhouseCasual Quesnel

When did you start working at MR MIKES?

In October, 2016.

What do you do at MR MIKES?

I'm a cook. I work all kinds of shifts, whether it's morning, night or split shifts... so I'm required to do a lot of different tasks. In the mornings, I help with preparation and line set up, then cook for the afternoon rush. On night shifts, I stock line, get the cleaning done, and cook for the dinner rush. When the rush is over, we start cleaning up and get ready to close.

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

I love the fact that I create an experience for each guest with every dish I prepare and serve. I love being able to look out through the pass bar at the people at the tables who are enjoying a delicious meal in our laid back and exciting atmosphere.

Tell us the story of the best moment you've had at MR MIKES so far.

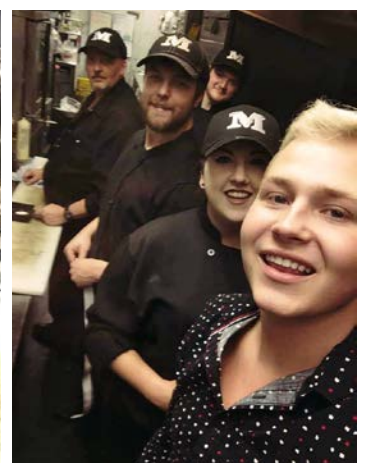
It's difficult to choose just one. Every day I start work excited to see what each day has in store! I know for sure that my shifts will be filled with lots of laughter and fun because my team at Mr Mikes Quesnel is such an amazing bunch. Each day is an amazing experience and I love working with every one of them! The team at Quesnel is my home away from home!

What community activities have you been involved in with MR MIKES so far?

Since joining, I've participated in the Deeds Well Done contest at Christmas time and worked on the anti-bullying day. Aside from that, I also take pictures of what's cooking in our kitchen for our social media pages, which is fun.

If you were an item on the MR MIKES menu, what would you be and why?

There is so much delicious food to choose from! My favourite station to work on is Sauté, so that should help narrow it down. If I could be anything off the Sauté part of the menu, I would be the China Town Stirfry, simply because I am saucy AND sweet!



RAMMP Staff Spotlight



RAMMP STAFF SPOTLIGHT:

JAS HARI

- FINANCIAL ACCOUNTANT -

What is your role at RAMMP and what does a 'day-in-the-life' look like for you at work?

I work as a Financial Accountant at RAMMP. For the most part I focus on performing the accounting for Valley Lube, consisting of four Mr. Lube locations.

My typical day can vary quite a bit depending on what time of the month it is or even what day of the week it is. In my position I deal with the full cycle accounting for the Mr. Lube stores, which can include a variety of things such as data entry, paying vendors, preparing financial statements, analyzing current or prospective business processes, or providing assistance with decision making.



If you were an animal, what would you be and why?

A honey badger. They are smart and cunning, but can also be very dangerous and fearless. They are known to steal food from and take on much larger animals such as leopards and poisonous snakes. From just looking at one, you may never assume how ferocious it can be. Not to say that I am ferocious but rather that I prefer my actions and abilities do the speaking for me.



What is your favourite item on the MR MIKES menu?

Yam fries, because it's my favourite item on almost any menu. Cajun Chicken Club would be my other favorite; (a) because I love chicken and (b) because I love chicken.



JAS HARI

FINANCIAL
ACCOUNTANT

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

You miss 100% of the shots you don't take. I would tell myself to be bolder and take more chances going after what I wanted. Also, that when you are given an opportunity, you need to make sure you seize it. Oh, and also to pick up a razor and shave off that awkward looking peach fuzz.

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

It would likely be something to do with sports, as I've always been a big sports fan. Possibly something to do with sports analysis or management because I do still enjoy working with numbers. Office work and sitting in a chair all day can become monotonous, which is why I am glad I work in an office that provides so many opportunities to get up, move around and have some fun.



RAMMP STAFF SPOTLIGHT JAS HARI

- FINANCIAL ACCOUNTANT -

1

What is the personal philosophy or motto that you live by?

"Work hard in silence. Let success make all the noise."

2

What is the greatest challenge you've had to overcome in your life and what did you learn from it?

Learning to ride a bike. This may seem like a joke but this was actually very difficult for me to grasp. I remember spending countless evenings practicing on the grass, because if it was the road, I think I would have given up after the first 20 falls. But eventually I got it. Not only did I get it, but I learned as many cool tricks as I could, from no hands to wheelies to going off of ramps, but please don't ask me to do them now... I have a feeling my coordination might not be exactly what it was back then.

I think this taught me a great lesson on putting in work to get the results you want. And how something may not be easy or fun to do but the results will be worth it.



3

What's the weirdest job you've ever had?

Working as a customer service associate at Walmart while I was in high school. Only because of the people you see and characters you come across while working there.

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!



MR MIKES Steakhouse Casual
Page Liked · February 10 · Edited ·

Cheers to our Super Bowl Sunday Funday contest winner, Dave Dalziel on scoring 🍷 tickets to the Seattle Seahawks!

We heard it was one heck of a party at Mr Mike's Grande Prairie 🍷 — at 📍 Mr Mike's Grande Prairie.

MR MIKES Steakhouse Casual
January 20 ·
Horny Beer... Making Weekends Great Again! #TrumpInauguration #ThisOughtToBeEntertaining



RAMMP Franchising
Our Franchise Dev Manager Lindsay is @CFAFranchise show sharing #MRMIKES #franchiseopportunities in #Ontario. #Betheboss w @MrMikesOnline



MR MIKES Steakhouse Casual shared MR MIKES Winkler's post — in 📍 Winkler, Manitoba.
January 17 ·

Exciting news for the hungry folk in Manitoba!!! 🍷🍷



RAMMP Franchising @RAMMPFranchise · Feb 17
Had enough of working for other people? Dreaming of owning your own business? Find out how to make it happen here: ow.ly/BRUP308RvR5



MR MIKES Steakhouse Casual
February 5 at 2:13pm ·

It's a little known secret, but this is how Tom Brady starts every Super Bowl warmup!!

Join us today in urbanLODGE for some Sunday Funday action and tons of Horny Beer!

Click here find how you can win two tickets to a Seattle Seahawks game next season by watching with us: <https://contest.fbapp.io/mr-mikes-seahawks-giveaway>



JENGA in January

For our Jenga in January promotion that we held earlier this year, we had an overwhelming response. Thanks to every who participated.

- Over 12,000 ballots filled out
- 1922 social media posts from servers and guests

[Check out our promo video here.](#)



Congratulations to MR MIKES Cochrane staff member Debbie McConachie who won our staff trip to Mexico!

[Check out her video reaction here.](#)

Congratulations to MR MIKES Hinton lucky guest Chris Leakvold who won a trip to Mexico for playing Jenga in January.

[Check out the live draw here.](#)



Special thanks to all our amazing guests and servers who sent us so many great photos from Jenga in January. Who has more fun than a MR MIKES guest?



It's FeBREWery all the way to March 31st!

Come into your local MR MIKES SteakhouseCasual until March 31st for your chance to win a trip for two to Oktoberfest in Germany.



IT'S FEBrewARY! HUH? **ALL THE WAY TO MARCH 31ST**

IN OUR **urbanLODGE®**

Get playing Flossen Hoch (just kidding, it's Yahtzee) here in our urbanLODGE and you could...

WIN A 7 DAY TRIP FOR TWO TO Oktoberfest IN GERMANY.

YOU?

YOU?

TOSS THE DICE, THEN TOSS A COLD ONE!

There's nothing wrong with sipping on one of these featured beers while you think about how awesome Oktoberfest will be when you win.

EVERY BEER NEEDS A WING MAN >>

Ask your server for details.

MR MIKES SteakhouseCasual

mrmikes.ca #mrmikes

No purchase necessary. Must be age of majority in the province in which you reside. Ask your server for full details and contest rules. Trip valid between September 10-October 3, 2017. Contest ends March 31, 2017. By entering, you agree to the contest rules and regulations.



Steakhouse Blue Lodge Burger



The Shroomanoff

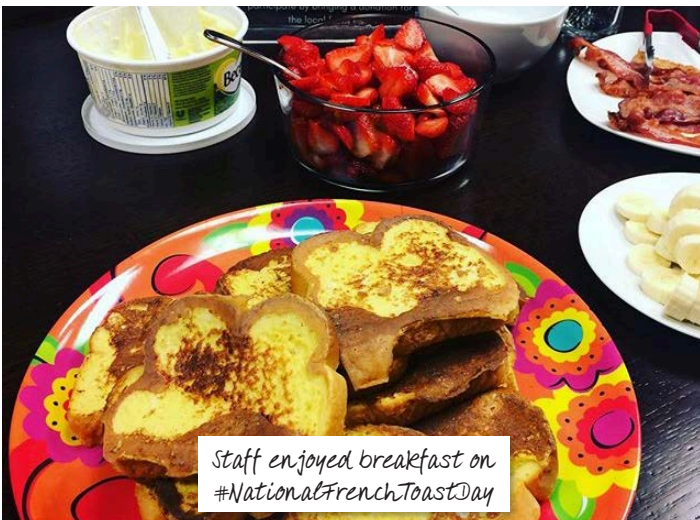
RAMMP HQ



Staff kicking off Jenga in January with in office competitions



RAMMP chefs cooking Mikeburgers for the staff on Pink Shirt Day in support of Anti-Bullying



Staff enjoyed breakfast on #NationalFrenchToastDay



Deeds Well Done presents wrapped up and ready to be sent to our families in need.



Jen Smythe
Marketing Manager



Shane Guilfoyle
Director of Training

Wow from Coquitlam

Yelp Review: December 13, 2016

"The best customer service I've ever received. Food didn't even matter. I forget how it tasted anyways. I was stuck in Coquitlam on Saturday on foot, walking around in the slush. I was wearing running shoes. I needed food. I crossed the street towards the mall and found this next to an A&W (f@#% that). Sat down at a booth and the waiter asked how I was. The snow and the slush had sucked the happiness from my soul and I didn't have the *joie de vivre* to keep up appearances. I told the truth: My feet were soaking wet and I was miserable. I ordered nachos. Five minutes later, he shows up with a f@#%ing two pack of socks. My waiter bought me a two pack of dry socks.

Here's a list of people in my life who have bought me socks:

1. My mother 2. My grandmother (RIP) 3. This guy.

Pretty good list. 5 stars."



WOW from Langley

Location: 8517 Langley SC

Date of visit: Feb 04, 2017

5:00pm to 8:59pm

Team Member's Name: Anna

"Anna was a great waitress. I was there to celebrate my mother's 90th Birthday. Dinner and a Giants Game. Mom loves Hockey. Anna assisted my mother to the ladies room, where I could not go. My humble thanks to Anna. We were on a time constraint to see the game, and Anna had our meal put on rush. Doors were held open for us. It was really wonderful to see my mom with a smile on her face. We all should be so lucky to reach the milestone my mother has achieved and still remain semi-independent. Hats off, Mr. Mike's. Now I want to bring my wife!"



WOW from Saskatoon

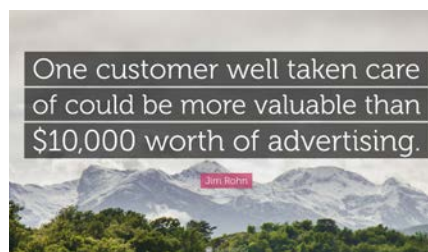
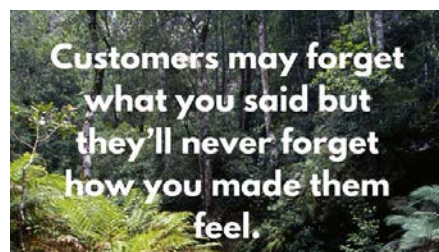
Location: 8530 Saskatoon SC

Date of Visit: Feb 02, 2017

5:00pm to 8:59pm

Team Member's Name: Teri B.

"I think I have met one of the best servers in Saskatoon, if not the best. This was our first visit, and Teri went over the menu with us and together helped us select our meals. All three meals were served in large portions and at the proper temperature. My glass was never empty, and she brought happiness to our visit. I wanted to leave a fifty dollar tip, however my wife refused to let me. This young lady would have deserved every penny of it. In our 60's, we eat out five days out of seven, and tonight's service was the best I can remember in a long, long time. Well done Teri B. — you are an asset to this business. We will return. My ribs had no fat and fell off the bones."



Three Customer Service Secrets from the Hospitality Industry You Should Borrow Today

Here are three customer service secrets you can borrow from the hospitality industry and put to work at your own business starting today.

1. Great customer service depends on empowering your employees
2. Great customer service depends on hiring for customer-friendly traits
3. Scripted, insincere customer service is the ultimate turnoff for today's customers

[Click here to read the full article.](#)



How Authentic Customer Service and Hospitality Can Build and Sustain a Great Brand

“The focus of *entertaining* is impressing others; the focus of *true hospitality* is serving others”

Tim Chester,
A Meal With Jesus

What you should be trying to create instead is a customer experience that actually touches your customers, rather than sounding like it's out of a corporate playbook or box of scripts. Engaging your customers in a way that leaves a lasting and emotional memory is one of the best brand-builders around.

[Click here to read the full article.](#)

“THE WAY TO A CUSTOMER'S
HEART IS MUCH MORE THAN A
LOYALTY PROGRAM.
MAKING CUSTOMER
EVANGELISTS IS ABOUT
CREATING EXPERIENCES
WORTH TALKING ABOUT.”

- Valeria Malloni

**Click here to read 2017
Industry Trends and
Predictions.**

Food For Thought



Are you a good Franchise Candidate?

Franchising isn't for everyone. But this is no less true of franchising than it is of medicine, teaching or gardening. Thus, to help you make this determination, you must ask yourself some questions:

What do you really enjoy doing?

Do you like working with the public?

Do you like the idea of being the boss?

Are you willing to have employees?

Are you willing to take direction from the franchisor when setting up and operating the business?

Is your family enthusiastic about the idea of buying a franchise?

Do you have the necessary capital resources?

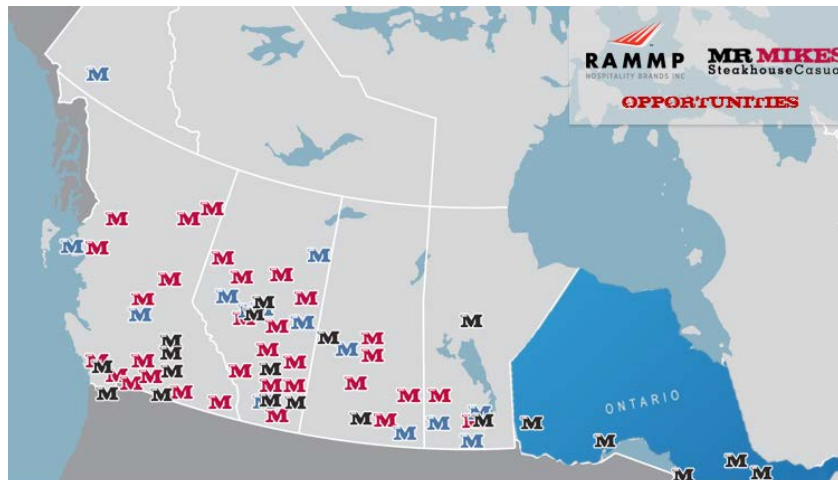
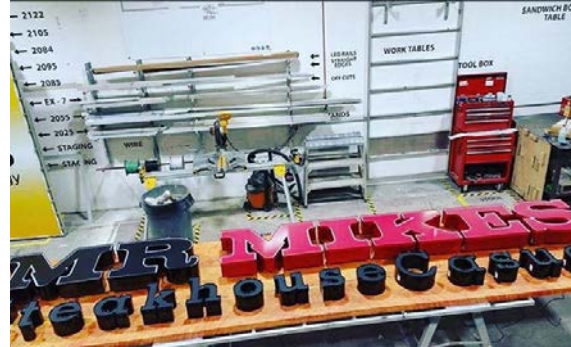
Are you emotionally prepared for working the hours required to succeed?

**Read more here:
“Are you a good Franchise Candidate?”**



We Are A Growing Family

We are so excited to announce that MR MIKES is set to invade more communities this year. We're counting down to the openings of our newest locations set to open in 2017/2018.



City of Langford
www.cityoflangford.ca



RAMMP
HOSPITALITY BRANDS INC

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

www.rammp.net



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