RAMMP
HOSPITALITY BRANDS INC

The RAMMP Report

Spring 2018

VEGAS BABY!

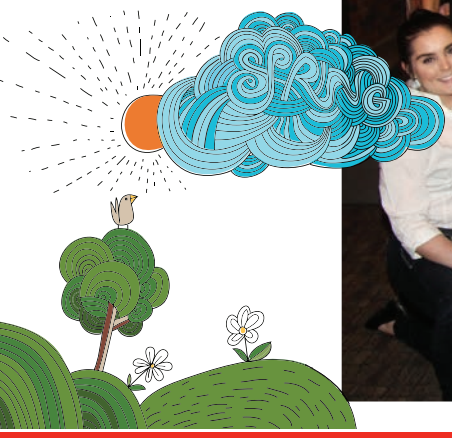
Hellooo Vernon!

MR MIKES adds another Okanagan location...

We're happy to announce the opening of our newest location in **Vernon, British Columbia.** We welcomed many excited members of the community to our VIP party to help us celebrate the opening. We had great feedback from guests who enjoyed an evening of drinks, appetizers and games! Congratulations to our newest franchisee, Shane Fuson and Family!

NOW OPEN!

WOO HOO...SPRING IS (ALMOST) HERE!



And the winner is...

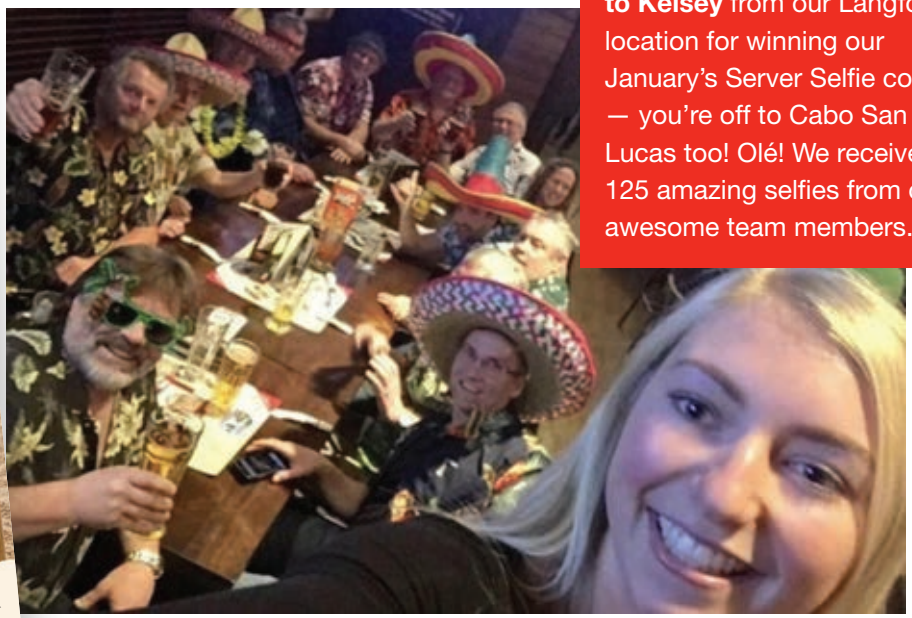
Jennifer and her family recently left Red Deer's cold weather behind to enjoy an awesome trip down to sunny LA!

A few words from Jennifer: *"I just wanted to touch base and tell you that we made it to Hollywood! It was a scary ride to the airport yesterday in the snowstorm, but we left a lot of extra time which we needed. I have to tell you that this hotel has blown our socks off! It is the most amazing and luxurious suite. We have never experienced this level of service in our lives. Thanks again for this once in a lifetime experience!"*

NEXT UP... our Iceland contest winner Courtney from Coquitlam is off to Reykjavik to check out the famous Blue Lagoon and experience the Northern Lights.

SOON AFTER... Jenga in January winner Shayna from Yorkton will be taking in the sun and margaritas in Cabo!

Jenga in January Staff Incentive



AND SPEAKING OF CABO... Congratulations to Kelsey from our Langford location for winning our January's Server Selfie contest. — you're off to Cabo San Lucas too! Olé! We received 125 amazing selfies from our awesome team members.

Once again, we had a very successful Deeds Well Done program with over 1300 nominations for local non-profit organizations located in our communities. 37 of these deserving charities were each awarded a $500 donation from MR MIKES.

Thank you to our stores that participated in their own good deed doing! Giving back to our communities is a hallmark of the MR MIKES brand and our stores do us proud year after year with their generosity and enthusiasm for this program. Here are just a few of the many examples of their hard work!

Estevan's **Angel Tree** program was sure to put smiles on many faces this Christmas with a collection of 200 toys for local kids!

Langford collected 100 stuffed teddy bears for Children's Hospital this holiday season.

Our Stonewater stores once again held their **Making Spirits Bright Hamper Program**. They raised over $14,000 to put towards supplying Christmas hampers to local families in need

WOMEN'S SHELTER SUPPORT

Lori Larsen, Camrose Booster

Camrose Women's Shelter executive director Nora-Lee Rear, right, accepts a donation of $500 to the Women's Shelter from MR MIKES SteakhouseCasual, Camrose general manager/franchisee Ryan Konowalyk, left.

Hope's Home **Prince Albert** was pleasantly surprised to learn they had been selected for a $500 donation! **READ THE FULL ARTICLE HERE >**

Lethbridge chose as their charity UR Amazing Ministries, a local-based organization which provides programs and services to children and youth ages 5-18. **READ THE FULL ARTICLE HERE >**

Home Town Hockey Visits Williams Lake

Did you catch this years Home Town Hockey broadcast on CBC? Our MR MIKES in Williams Lake had a front row seat for all of the party action! We also made a few new friends during the event!

OH HEY, THERE'S RON MACLEAN!

RIGHT IN THE HEART OF THE ACTION!

MR MIKES Partners up with Curling Canada

We were excited to kick off 2018 with an exciting partnership with Curling Canada. In addition to rink boards present at both the Scotties and Brier tournaments, MR MIKES launched our first ever national television commercial! We had over 9,000,000 impressions with viewers across the country.

We're talking Lunch...

Get your mind out of the gutter!

With all of this cold weather we've been experiencing, it's no wonder our guests are loving the tasty classics we've featured on our new lunch menu. Grilled cheese sandwiches and soup? Who doesn't feel a little warmer when they think about that combination?

Leadership Essentials 101

brought to you by: LAKEVIEW INSURANCE BROKERS

If you're an entrepreneur, then you're a leader. Maybe you don't have any staff yet, maybe you've got a team of a hundred, maybe you just bought into a massive franchise. At some point, leadership is going to factor into your professional journey. But not everyone is cut out to be a leader, some people are terrible at it, others struggle with setting an example, many just don't know how to operate in a team environment.

Read the whole article here >

Social Media Highlights

IT'S SAFE TO ASSUME OUR TEAM GOT INTO THE JENGA JANUARY SPIRIT!

Social Media Highlights

A VISIT TO WILLIAMS LAKE GETS A BIG THUMBS UP...

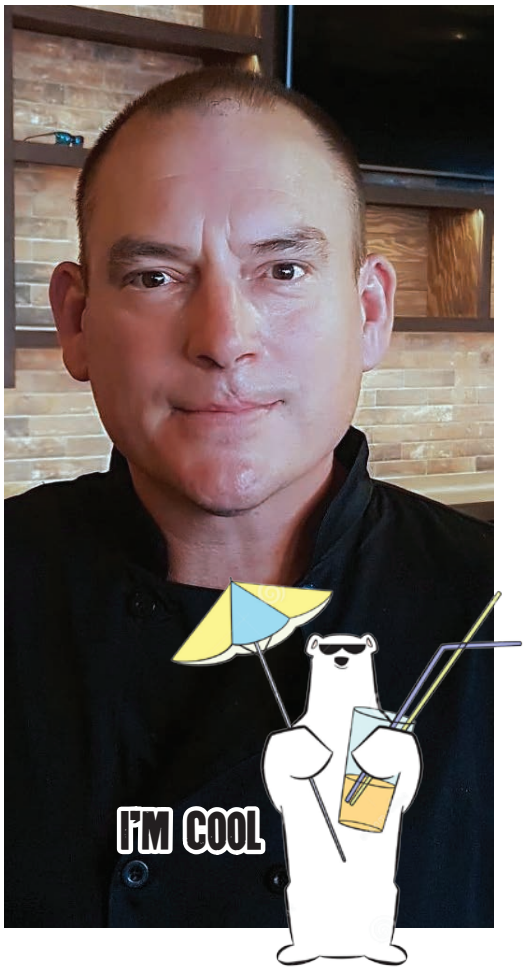
COME BACK ANYTIME, RON!

CONGRATS COURTNEY FROM COQUITLAM, YOU'RE HEADING TO ICELAND!

NOT THE WINNING SELFIE – BUT A DARN GOOD TRY LANGFORD!

Staff Spotlight

Andy Allen, Operations Manager



How long have you been an employee at RAMMP?
Nine months.

What is your role at RAMMP, and what does a 'day-in-the-life' look like for you at work?
My role is to support and contribute to our brand growth vision by being an exceptional team player. To implement flawless operational execution systems and practices at the store level, as well as be a trusted advisor to the franchisee community.

What is the best part of being a part of the RAMMP team?
Being a member of a team that shares the same vision while at the same time displays and delivers different individual skill set(s) contributing to the desired results of this brand. People and culture are very important to me, and RAMMP delivers on both levels.

What is the greatest challenge you've had to overcome in your (personal or professional) life and what did you learn from it?
I have many. However, you'll have to wait for the book. I will disclose one thing I've learned — when perspective is delivered, life gets pretty darn real.

If you were an animal, what would you be and why?
Polar bear. They're so intriguing in appearance and existence. Majestic and a nasty piece of business at the same time.

What is the personal philosophy or motto that you live by?
Don't hate. It's the way I was brought up.

What's the weirdest job you've ever had?
Operations manager. It can get weird and is never ever dull. No day is the same.

If you could give one piece of advice to your 15-year-old self, what would it be?
Establish exceptional credit and sustain it. Trust me kids!

What would you do (for a career) if you weren't doing this?
I would be a Veterinarian. I'm an animal lover, especially dogs. ***Bondi Vet*** *is one of my favourite shows.*

What's a fun fact or hidden talent, etc. that your co-workers would be surprised to know about you?
Well…. I went to acting school and was in a couple of national commercials, and appeared on the television series ***21 Jump Street*** *and* ***Booker****. Ours is a much better industry to exist in.*

What is your favourite item on the MR MIKES menu? Why?
BBQ Steak Salad. Generally healthy, and it's a man-salad! However, my second go-to is Peppercorn Sirloin Pasta, and a side of Sirloin Bites.

LIVIN' THE MIKES LIFE

MR MIKES SteakhouseCasual

The Spirit of Giving Back

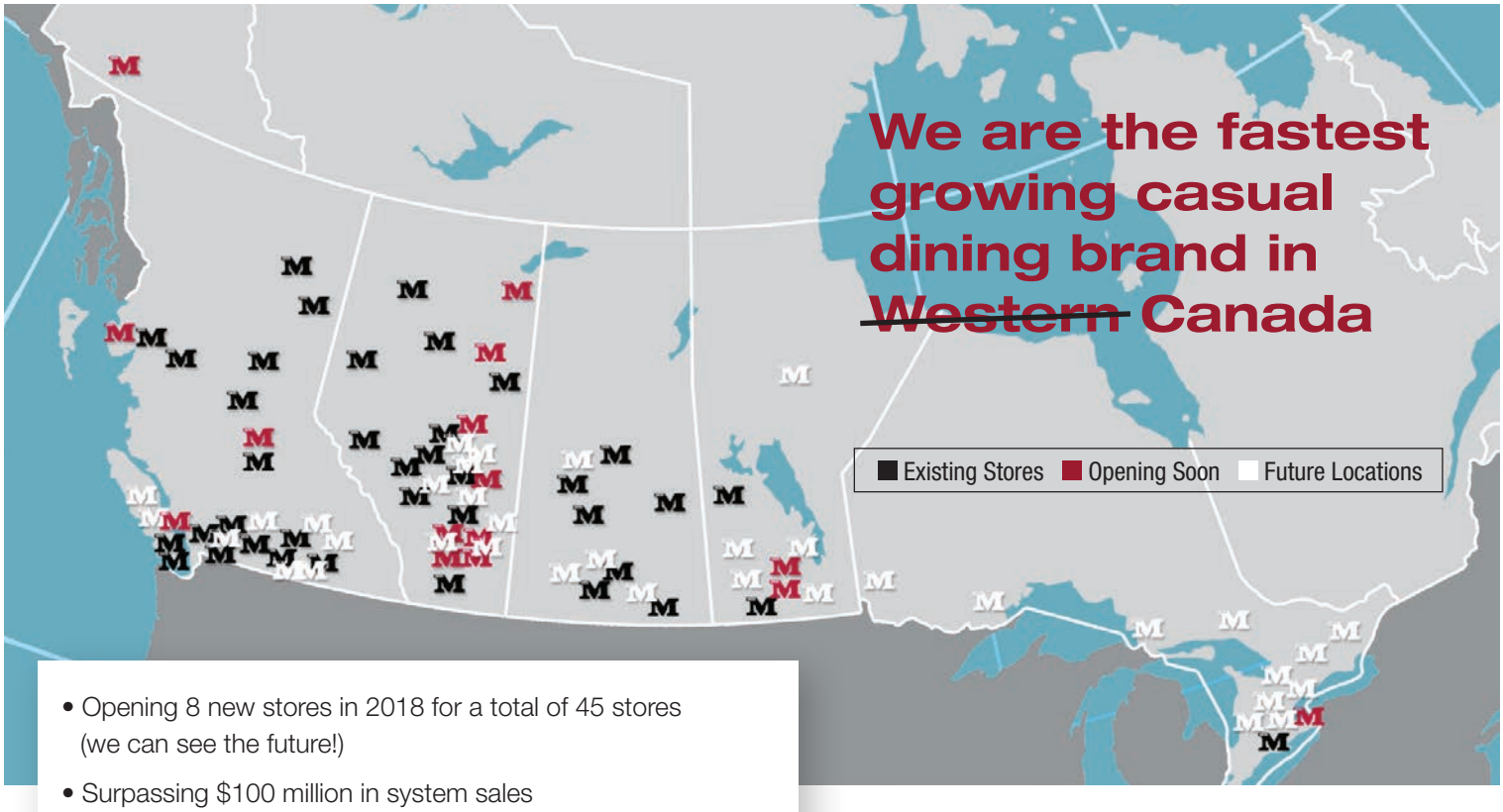
This year marks RAMMP's 7th year participating in the **Christmas Bureau Adopt-a-Family** program. In lieu of giving out Christmas cards, we donate everyday items to families in need during the holiday season. This year we were able to help out a single mother and her daughter by donating clothing to keep them warm through winter, bedding, blankets, toiletries and more!

Starting off our Christmas Staff Potluck with a game of "Six" — who knew a die, a pair of gloves, and a multiple layer wrapped gift would create so much laughter!

Click here for a live action shot! >

RAMMP Christmas Pot Luck…
the photographer said "just act natural"

RAMMP was busy "baking" a difference on February 28th for National Cupcake Day. In addition to enjoying some delicious cupcakes, we were raising funds in support of the SPCA.



- 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. Catharines
- We started off 2018 with a bang and signed on a franchisee in Nanaimo, BC
- In February, we signed Portage La Prairie, MB!
- **Set to open another 35+ stores in the next 5 years!**

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

See you in Vegas!
May 2018

THE 2018 RAMMPYs
RAMMP HOSPITALITY BRANDS GALA

SPONSORED BY:

Centennial FOODSERVICE