



RAMMP

HOSPITALITY BRANDS INC

The RAMMP Report

Summer 2017

Welcome! The sun is out, umbrellas are up, and barbeques are on! We're ready to chill out and kick back on our patio with the Summer RAMMP Report. With two new store openings, and one more on the way, this summer is bound to be full of SteakhouseCasual *fun in the sun!*

Go Topless
PATIO NOW OPEN MR MIKES
SteakhouseCasual



Williams Lake

NOW OPEN!

On June 12th we opened the doors to our 33rd Mr Mikes location in Williams Lake, BC.



We are proud to open in Williams Lake and look forward to our new guests visiting our restaurant and instantly feeling like they fit in. Mr Mikes is a perfect match for Williams Lake, with great food and a focus on family and fun.



A special shout-out to Williams Lake's first guests Sharon Webstad and Les Szmadyla.

Stay tuned for the grand opening of Mr Mikes Estevan!

Estevan

On Tuesday, June 27th we opened our 34th MR MIKES in Estevan, SK. Congrats to twin brothers Trevor and Tyler Kutsak on the opening of their first restaurant. "We love the idea of having to wow a guest and knock their socks off with amazing service and food," said Trevor. "We will make sure that everyone from servers to bartenders to cooks and the general managers go the extra mile to make a guests experience the absolute best it can be." Congratulations to the opening of our 34th MR MIKES in Estevan! We look forward to many exciting things from you!



In the News

BC Restaurant Hall of Fame: Darren Flintoff

Active restaurateur; President, Stonewater Group

After 34 years in the industry, Darren leads the largest Franchisee group in the MR MIKES chain with 11 locations. He has been recognized multiple times for Operations Excellence, Highest Sales Increase, Marketing & Community Spirit, and Restaurant of the Year Awards.

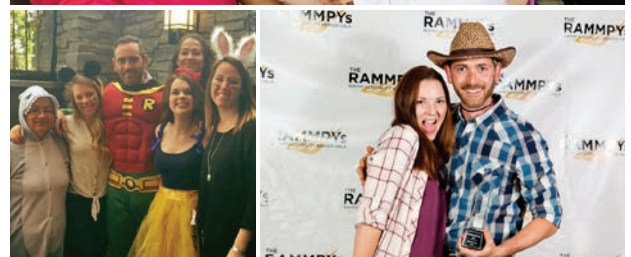


Mr Mikes Franchisee Spotlight

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.

Running a successful franchise is about more than simply getting people through the doors. Generating consistent revenue is necessary to keep a business running, of course, but success in the franchise world also requires perseverance, a strong team and a reciprocal relationship with the community the franchise resides in.

Chad Conrad, owner of MR MIKES SteakhouseCasual in Duncan, BC has weathered the highs and lows of franchise ownership firsthand. His restaurant has not only survived but thrived during challenging economic times to become a staple within 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.



WOW! Congrats to MR MIKES Terrace who raised over \$1300 for the BC Children's Hospital Foundation! That's a lot of Mikeburgers for a great cause!



Mr Mikes Grande Prairie is proud to present Mentor of the Month: Mark has been a mentor with BBBS of Grande Prairie & Area since 2012. Congratulations Mark on being May's recipient of Mr Mikes Grande Prairie Mentor of the Month and thank you for your dedication to Big Brothers/Big Sisters! [CLICK HERE FOR MORE](#)

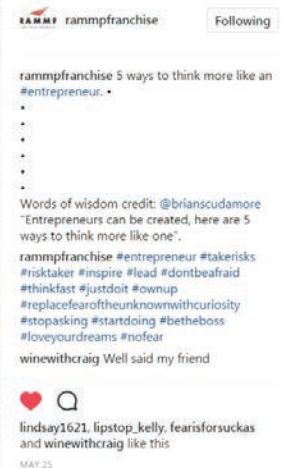
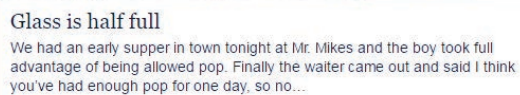


Iqbal Prihar celebrated her 10 year anniversary with MR MIKES Chilliwack. Congrats Iqbal, we look forward to many more years with you on our team!



Congratulations to MR MIKES Chilliwack lucky guest Candace Hill who won a trip to Germany to Oktoberfest for participating in our FeBREWary promotion.

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!



Get SMOKED

Our **Get SMOKED** promotion was held in April and May and we had an overwhelming response; over 18,000 Get Smoked feature items sold! Thanks to everyone who participated.



GET SMOKED!
WE'RE CELEBRATING ALL THINGS SMOKEY!

From delicious new smoked meat features to smokey flavoured drinks.

BULLEIT FRONTIER WHISKEY

16 OZ GAUCHO RIB EYE STEAK

ENTER TO WIN A 4 DAY TRIP TO LOUISVILLE, KENTUCKY.
Visit the Bulleit Bourbon Distillery and learn their smokey secrets. **Ask for details.**

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- PRIZE INCLUDES:**
- A 4 day trip to Louisville, Kentucky to visit the Bulleit Bourbon Distillery.
 - Plus choose two additional activities to visit:
 - The Muhammed Ali Center
 - The Louisville Slugger Bat Company Museum & Factory
 - Churchill Downs & The Kentucky Derby Museum
 - Two farms that breed and raise Kentucky Derby Horses



Annual RAMMP Conference

Our seventh annual RAMMP conference got our Franchisees pumped for the Summer.

We had a blast educating and training our franchisees and getting them up to speed on our latest and greatest concoctions from RAMMP HQ.



RAMMP Conference continued >>



Restaurant of the Year 2016
Coquitlam



Highest Sales Award 2016
Prince George



Sales Growth Award 2016
Coquitlam



Operations Excellence Review Award 2016
Bonnyville

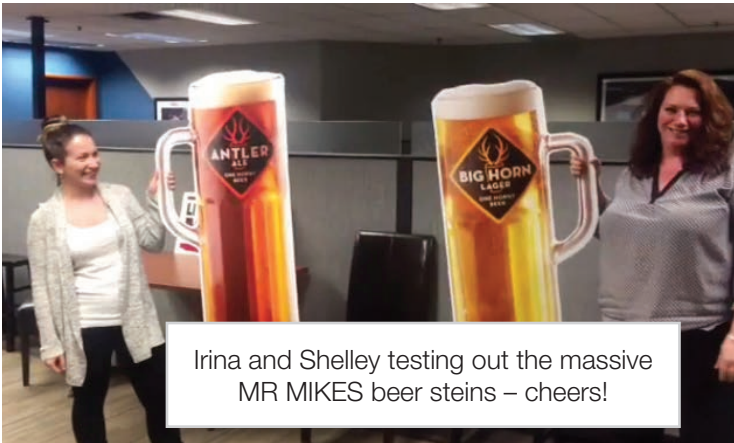
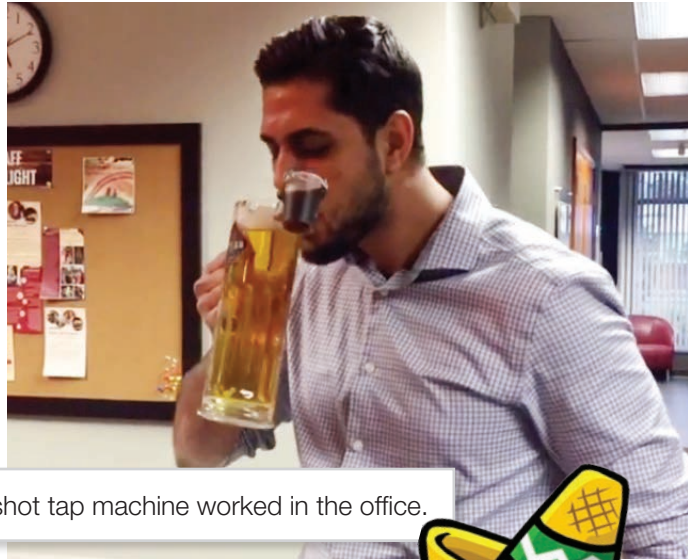


Marketing Community Spirit Award 2016
Drayton Valley

RAMMP HQ



Lindsay, Rick and Jas making sure our Jager cold shot tap machine worked in the office.



Irina and Shelley testing out the massive MR MIKES beer steins – cheers!



Celebrating Cinco de Mayo with a Taco lunch!

Welcome to our new employees!



Jessica Marsolais
Real Estate Manager



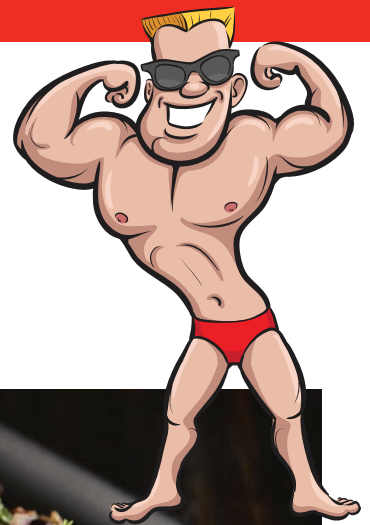
Andy Allen
Operations Manager



Not a drop was wasted as the Team enjoyed a wine tasting from Ridel – we got to keep the glasses too!

New Menu Launch

We are thrilled to announce that we are launching our new menu the third week of July! To get you excited we have shared with you a sneak peak into some of the mouth-watering and delicious new items we are adding. Apologies in advance to your beach body!



Calamari Fritto Misto



Mushroom Bruschetta



Gaucho Rib Eye



Tomato Bruschetta



Montreal Smoked Meat Poutine



Cajun Chicken Fettuccini

Food For Thought

Franchising — “Wait Till You Get Your Money Right” Four Fundamentals That Every Franchisor Should Follow



We Are A Growing Family

We can't wait for three of our newest stores to open this summer across Western Canada! Stay tuned for their Grand Openings as well as many more MR MIKES coming to community near you Fall/Winter 2017/2018.



Interested in franchising? Check out more of our available opportunities [here](#).



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

