



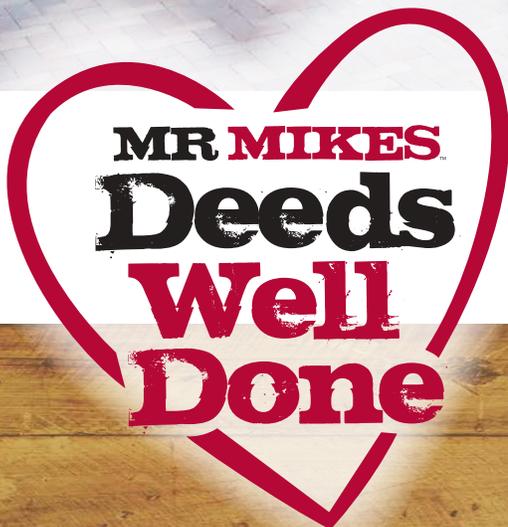
RAMMP
HOSPITALITY BRANDS INC

The RAMMP Report

Winter 2016



Welcome. Fall forward into our Winter RAMMP Report. Our team had a blast “Living the MIKE’S LIFE” at the 2016 RAMMPY’s in sunny Arizona, as well our family grew with the opening of two more MR MIKES stores. We are getting ready to bundle up and welcome the cold, but also have a lot of warmth to share with the kick-off of our annual Deeds Well Done Campaign.



Growing Family >>

MR MIKES
SteakhouseCasual™

is growing!



#31
MARTENSVILLE



Local resident, Darryl Robson is excited to be opening Martensville as his second MR MIKES location (the other in Saskatoon). He can't wait to introduce the community to our delicious menu and the infamous fun and laid back MR MIKES atmosphere.

Located just 8 kilometers north of Saskatoon, Martensville is the fastest growing city in Saskatchewan - no big deal! This charming city is situated between the North and South Saskatchewan Rivers that residents can enjoy during the hot summers, but the cold prairie winters are also a staple. Winter temperatures average below -20°C the perfect temperature to get cozy in our urbanLODGE.

For our second location in Regina, Regina Eastgate will emulate the cozy and casual MR MIKES atmosphere you know to expect from us. They'll have space for 168, including an all season patio...yes that's right, you can enjoy the patio in the winter time now. Winning! They'll also have our famous Mikeburgers and our delicious MR MIKES branded beer and wine selection. Their urbanLODGE will also have all the warm, cozy, and rustic décor, making it the perfect place to enjoy our Happier Hour!

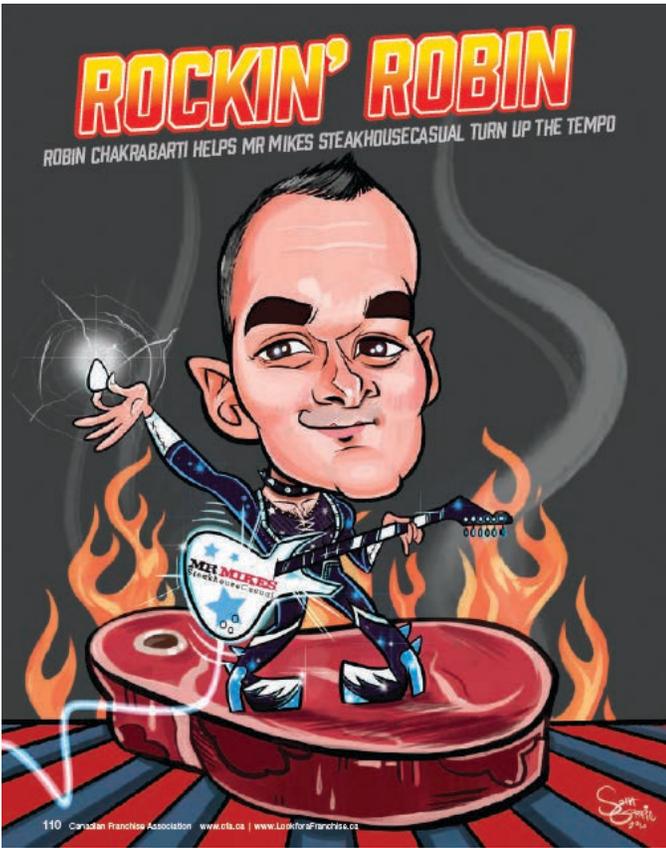
The franchisees behind our new location in Regina Eastgate are the Original Six Steakholders. They're the same group that brought you the 1st MR MIKES in Regina, along with Yorkton and Prince Albert. This group also loves to give back to the community, which is what makes the Regina Eastgate opening extra special. Donations raised during restaurant opening activities will be donated to the Red Cross' "Imagine No Bullying" campaign. This is not the first time this group has given their all – during their first store opening in Regina, the group raised \$15,000 for KidSport, which is a local charity dedicated to assisting children of families facing financial obstacles to participate in community sport.



#32
REGINA EASTGATE



In the News



Fall 2016 Rockin' Robin.

Robin Chakrabarti has seen how passion and dedication can put a brand on the Canadian franchising map. Based primarily in Western Canada, and with franchising opportunities on the horizon in Ontario, Chakrabarti says MR MIKES SteakhouseCasual offers two experiences under one roof, with a non-pretentious, come as you are, irreverent steakhouse restaurant on one side, and a high-energy, adventurous urbanLODGE on the other. Read on to learn more about Chakrabarti, and what makes him tick as a businessman, family man, and metal music aficionado.

[Click Here to Read More >](#)



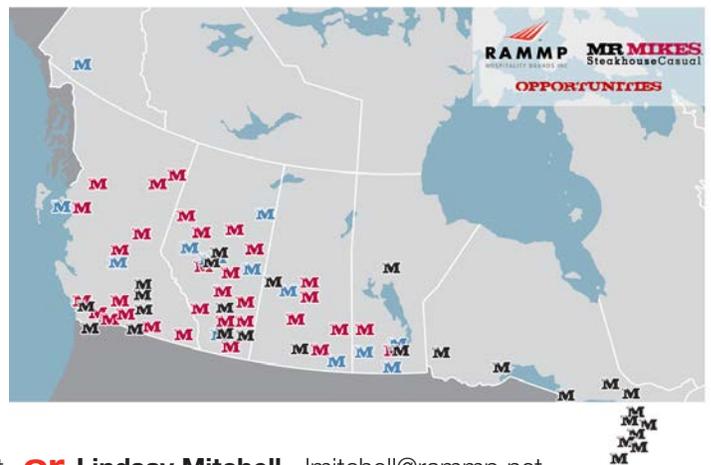
[Watch the video here >](#)

Check out Sheryl Pringle, CPA, CGA - VP Finance

Sheryl Pringle, CPA, CGA and VP Finance of RAMMP Hospitality Brands (the parent company of MR MIKES SteakhouseCasual) speaks about dedication, success, and being a business leader.

Are You a MIKE?

We're on the hunt for people who can unleash their inner MIKE to lead and inspire a team (without needing to wear a sparkly cheerleader's outfit). You have to be a people person, hardworking, upbeat and fired up about high standards. Feel you need some food service training? No worries... we have people who can help you with that. Interested? Let's connect... and soon everyone will have to call you Mister.



Call 604-536-4111 Rick Villalpando rvillalpando@rammp.net **or** Lindsay Mitchell lmitchell@rammp.net

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.



A donation was made to the Hinton Healthcare Foundation from the team at **MR MIKES SteakhouseCasual Hinton.**

The Hinton Healthcare Foundation is committed to enhancing Healthcare in the community of Hinton and we are more than happy to contribute to this amazing cause.



MR MIKES Chilliwack was acknowledged by Rotary at Work as an inclusive employer who exemplifies diversity in the workplace.



UNLOCKING MILLENNIAL TALENT 2015

Brand New Insights For Employing The Fastest Growing Generation in the Workplace



Based on findings from the 2015 Best Places to Work for Millennials Award and additional national studies.

Brought to you by:



Food For Thought

60% of Millennials said a sense of purpose is part of the reason they chose to work for their current employer.

The Top 5 Drivers of Millennial Employee Engagement:

1. I feel I am valued in this organization.
2. I have confidence in the leadership of this organization.
3. I like the type of work that I do.
4. Most days, I feel I have made progress at work.
5. This organization treats me like a person, not a number.

Read the full article [HERE:](#)
[“Unlocking Millennial Talent 2015”](#)

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.

Steffanie Finkbiner

Server

MR MIKES SteakhouseCasual Lethbridge

When did you start working at MR MIKES?

started working at MR MIKES in December 2014.

What do you do at MR MIKES?

I started as a server, became a shift supervisor, and then was assistant general manager for over 6 months. I have just returned as a server because I will start studying at the University of Lethbridge and will have to juggle more responsibilities.

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

I enjoy the social interactions you experience from working in the hospitality industry. Every day is different, there are always new things to experience and new people to meet!

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

I think the best moment I've ever had working at MR MIKES Lethbridge was last Halloween. Skate Canada was in town, and we didn't think we would get any business from it later in the evening, so my then Manager Mason (he is now the Manager in Cochrane) cut everyone pretty early.

So there we were, in our Halloween costumes, my Manager in his army wear and myself in my pyjamas, being a sleepy college student, when we got absolutely flooded with guests. The two of us tackled the entire dining room and lounge with no complaints. It was the longest two hours, but also the most fun I've ever had. Tyler, our Kitchen Manager, came running in in a lion onesie to help us clean and we all kept laughing. Even though it was one of the most difficult nights, I had a blast.

What's your secret superpower?

My secret superpower is being able to create the most delicious original drinks to quench people's thirst.



RAMMP Staff Spotlight



RAMMP
STAFF SPOTLIGHT:

SHELLEY
MELVILLE

- OFFICE COORDINATOR -

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

My main job as the Office Coordinator for RAMMP is to ensure that the office is ready to run on a daily basis, along with greeting all guest's on the phone or in person. I am also working as the Social Events Coordinator, organizing fun days for the office!

How long have you been an employee at RAMMP?

I was lucky enough to join the RAMMP team in 2009 with the acquisition of the Pantry and Rockwell's brands and have since advanced from Receptionist to Office Coordinator.



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

I worked at the Sandcastle bowling lanes in White Rock. I was the jack of all trades and worked in the kitchen, poured beers at the mini pub, cleaned the lanes and worked at the shoe rental desk. The shoe return was a constant spraying of Lysol disinfectant spray lol. I'm not sure how weird this job was but it certainly was a bit different than anything else I have done.

What is your favourite item on the MR MIKES menu?

My favourite MR MIKES menu item is the Rib Eye Steak Dip with Lodge Chips. I love the horseradish aioli that gives the sandwich some kick!



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

My greatest challenge would be raising my beautiful 21 year old daughter on my own. I wouldn't change this for anything, as it has taught me independence and strength that I have passed on to my daughter.

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

I think I would be a Panda. The panda has a gentle strength and sensitivity with a sense of willingness to ensure their families are looked after (just like how I love any excuse to have a lunch or potluck in the office and have everyone get together for a great meal).



ST
SH



1

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

Laughter is the best medicine! Life is too short to not laugh. My daughter has always said she can always find me in any room by listening to my laugh.



2

3

What's a fun fact/hidden talent that your co-workers would be surprised to know about you?

I am fluent in Pig Latin. My parents used to speak Pig Latin in front of my brothers and I when they would talk about where they hid our Christmas presents, and little did they know that we picked up the language quite quickly and knew exactly what they were saying. Anktha ouya orfa oosingcha ema orfa etha affsta otlightspa ofa etha onthma! (Thank you for choosing me for the Staff Spotlight of the month!)

4

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

The best part of my role at RAMMP is the great group of people and the fact that every day is completely different! RAMMP believes in a work hard play hard environment, which we live every day. We do all sorts of fun activities such as pot luck lunches, Friday Fun @ Four in the games room, movie days, bowling nights, dressing up for Halloween and much more. We have participated in softball tournaments for BC Children's Hospital and won the 2013 tournament at

Softball City! RAMMP also believes in helping the communities we live and work in. We organize fundraising days at the office such as Pink Shirt Day (anti bullying day) or Beach Days for the Food Bank, and we adopt a family every Christmas. During our MR MIKES Deeds Well Done Campaign, the entire office participates in donating gifts, stockings and food items for a family in need. Last Christmas we had a "Soup for a Cause" day where we served up hot soup for lunch by donation and we were able to buy a young boy a bike from Santa.

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!



Annual RAMMP Conference

Our sixth annual RAMMP conference kicked off the month of October with a bang.

The theme of the conference this year was “Livin’ the Mikes Life” which focused on our most important priority over the next few years (if not forever) recruiting, building and maintaining a superb restaurant team throughout the RAMMP/MR MIKES system.

We watched some great guest speakers on the economy and the millennial generation which really wow’d and we got everyone cooking in a great team building activity. Not to mention we had our RAMMPY’s awards which honour our franchisees and celebrate their success and passion for the MR MIKES brand. We look forward to seeing you all again at our future conferences.



Our 2016 Conference Sponsors.
Thank you for your generous support

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DIAMOND SPONSORS



The Possibilities Are Endless™



GOLD SPONSORS

DIAGEO



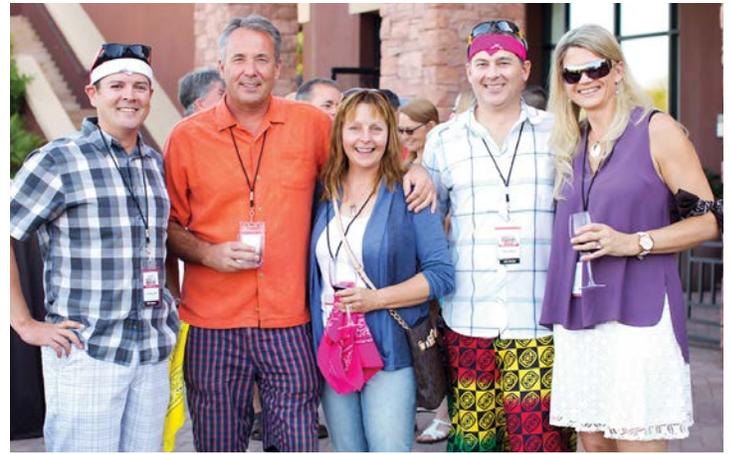
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LIVIN' THE **MR MIKES** SteakhouseCasual **MIKES LIFE**



Check out the Conference video here



The 2016 RAMMPYs Award Winners

RAMMP Hospitality Brands Gala

THE 2016
RAMMPYs
RAMMP HOSPITALITY BRANDS GALA



Operational Excellence — Slave Lake



Marketing Community Spirit Award — Yorkton



Highest Sales Award — Grande Prairie



Supplier Partner of the Year — Coca-Cola



Sales Growth — Chilliwack



Restaurant of the Year — Duncan

What's going on at RAMMP HQ?

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



RAMMP Team cheers on the Blue Jays in the Post-Season. Better luck next year!



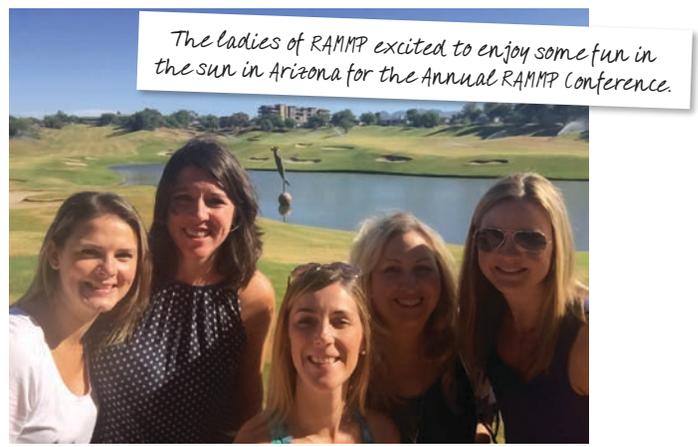
RAMMP Sports fans showed their team spirit and team colours on National Jersey Day!



Lots of fun was had at RAMMP's Annual Pumpkin Carving Contest.



Our triple baby shower was a blast playing lots of games and eating baby food. Congrats to our new moms and mom to be!



The ladies of RAMMP excited to enjoy some fun in the sun in Arizona for the Annual RAMMP Conference.



Here's to
Good Deed Doers!

Tell us about someone in your community
who has done something truly unselfish
(with a photo, if possible).

They'll be entered to win:

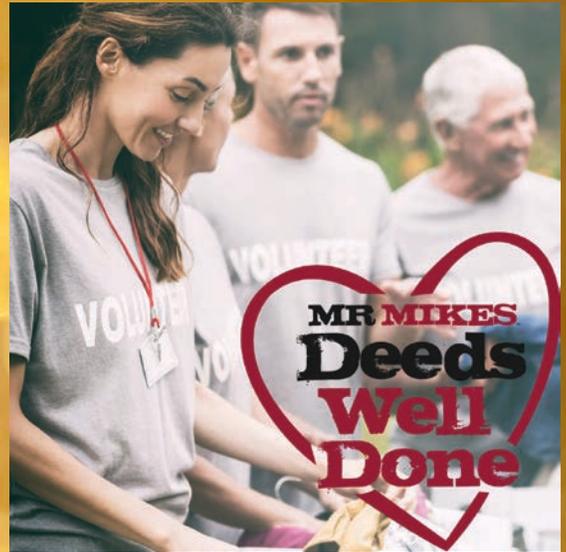
\$100

**MR MIKES
Gift Card**

+

\$500

**to the charity of
their choice**



One prize per 32 communities in which
MR MIKES is located.

Plus we'll mail you a \$10 MR MIKES gift
card to thank you for nominating them.



Details and entries [HERE](#) on our website.
mrmikes.ca #DeedsWellDone

Do good for those
who do good.

Franchising



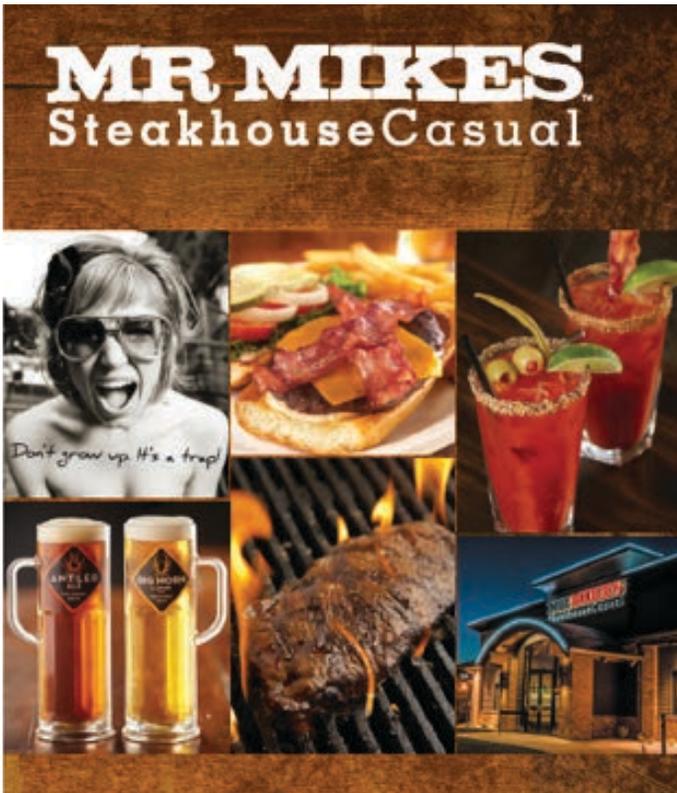
We are excited to announce our newest site sign in Timmins, Ontario!

Timmins is a city in northeastern Ontario, Canada on the Mattagami River. At the time of the Canada 2011 Census, its population was 43,165.

The city's economy is based on natural resource extraction and is supported by industries related to lumbering and to the mining of gold, zinc, copper, nickel, and silver. Timmins also serves as a regional service and distribution centre for Northeastern Ontario.

Look out for new locations coming to:

- Estevan - Williams Lake - Winkler
- Prince Rupert - Fort McMurray - Calgary
- Winnipeg - High River



The RAMMP Team would like to wish you a very safe and happy holiday season. We have lots to look forward to in 2017, and we can't wait to get started.


RAMMP
HOSPITALITY BRANDS INC

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

