



RAMMP

HOSPITALITY BRANDS INC

The RAMMP Report

June 2015

Happy summer! This June 2015 issue celebrates the great conference we had in May at the beautiful Pan Pacific Vancouver and the awesome award winners that were recognized. We continue to be excited about our system growth, impressed by our wonderful employees and we are always honoured to be involved with fabulous community events across Western Canada. **Let's jump right in!**

THE 2015 RAMMPYs

RAMMP HOSPITALITY BRANDS GALA

Our 5th annual RAMMP conference kicked off the month of May with a bang. The theme of the conference was "Guest Experience" and focused on our brands' ability to continually improve and provide a consistent WOW experience to our guests. Exciting new projects including enhanced training with the launch of the MBA (Mikes Best Academy), the big reveal on the urbanLODGE and the phenomenal revamped menu that will hit all stores in the coming weeks. To top it all off, the Flying Fish guys from Pike Place in Seattle, were a huge hit with their philosophy on how to engage your customers and how to catch a flying fish (quite literally).



More conference shenanigans >>

RAMMP's ongoing success and growth is due to our franchisees commitment and expertise. To honour our franchisees, we celebrate their success and their passion for the brands at our annual RAMMPY's awards. We even added a dance floor this year. Getting together with the team from across Canada is always a special time. Congratulations to all of the 2014 winners. And a big thanks to all of our sponsors and supplier partners. We look forward to seeing everyone together again next fall in Scottsdale!



THE 2015
RAMMPY'S
RAMMP HOSPITALITY BRANDS GALA



THE 2015 RAMMPYs

RAMMP HOSPITALITY BRANDS GALA



Restaurant of the Year Award
Bonnyville



Highest Sales Award
Grande Prairie



Marketing Community Spirit Award
Terrace



Operational Excellence Award
Bonnyville



Sales Growth Award
Fort St John



Partner of the Year Award
Constellation Brands

A New-Economy Fish Story By Rekha Balu

Think you've got problems with motivating workers? Imagine trying to keep a fishmonger happy.

It's 9 AM on a Saturday in Seattle, and, as usual, a big crowd is watching the show at the Pike Place Fish Market. Bear, a boom box of a man clad in fluorescent-orange scrubs, is hurling a 6-pound Copper River sockeye salmon to fellow fishmonger Andy Frigulietti, who snags the fish with one hand, much to the crowd's delight, and delivers it into the arms of a waiting customer. "Sockeye for delivery!" Bear bellows. "Sockeye for delivery!" Frigulietti answers back.



The flying fish are clearly a hit with customers — and with tourists, who flock to the market to experience the show. Lately, though, Pike Place has attracted other visitors as well — from companies such as Alaska Airlines, Marriott, and Sprint. Why the interest from the big-

name companies? Because the fishmongers love their jobs. Pike Place has established a reputation for having a creative environment that fosters intense employee loyalty as well as customer satisfaction. Pike Place even inspired "Fish!," a best-selling corporate-training video made by ChartHouse International Learning Corp. two years ago that has since spawned several additional tapes. Now, besieged by requests from managers, Pike Place owner John Yokoyama has spun off a new venture, Pike Place Biz Futures Consulting LLC, so that he can pass along some of his fish wisdom.

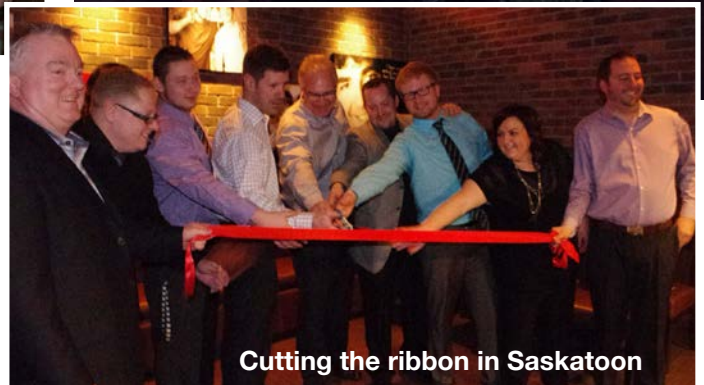
[Read the full article HERE](#)

We are a Growing Family

We are happy to announce two new additions to the MR MIKES chain in Saskatoon, SK and Dauphin, MB. We want to thank everyone for their hard work and for the success of the openings. Welcome to the family!



Dauphin VIP Opening



Cutting the ribbon in Saskatoon

MR MIKES Team Member in the Spotlight

Our team members are a huge part of our success and they work directly with our guests every day. Each individual contribution is important and contribute to our brand success. We want to celebrate our team members and their great achievements that they have had with MR MIKES. Here is a little about our team member Jason!



Hey, where's my extra patty?



Jason Danroth

Assistant General Manager
at MR MIKES Saskatoon

When did you start working at MR MIKES SteakhouseCasual?

We had our grand opening for the store on the second of February, so I started working with MR MIKES in December. We had to hire 100 people. It's been a blast. I've been in this industry for about 20 years.

I started in the kitchen and got an opportunity to get into management.

Our staff has been really happy with this place. It's a huge location and we've been keeping super busy. People love their burgers and steaks in Saskatoon!

What do you do at MR MIKES?

I manage the staff and make sure everyone's keeping busy and happy. Talking to guests and making sure they're happy. Making sure the food is perfect.

Behind the scenes I do everything from managing liquor orders, to making sure the computer system is working properly, to managing finances.

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

The guests and the staff. We're always laughing, smiling, having a good time. Every guest is different. They all have their own stories.

Community leadership is very important to everyone at MR MIKES. What community activities have you been involved in so far?

We did a big fundraiser for the childrens hospital in Saskatoon in the lead-up to our grand opening. All sales went toward the hospital, plus all the service tips. We ended up raising \$10,000.

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

I would be the Mikeburger with a double patty. I love it with a passion. I've been eating MR MIKES since I was about six years old. It was me and my dad's place to go.

Teamwork In the Community

Like we said, giving back to the communities in which we live and work is one of the driving values of RAMMP. So check out these great initiatives we were a part of over the last few months.



The Kitimat location supported Relay For Life this month by hosting a carwash where they raised over \$500 for the Canadian Cancer Society. The following week they grilled up some Mikeburgers for the event raising an additional \$850 for the cause.



In May, the Duncan restaurant made a pledge to raise funds to help fight Multiple Sclerosis. Through an in-store donation of \$1 from the sale of every Mikeburger at lunch and \$1 from the sale of every steak entrée at dinner, servers generously donating their tips, and a local BBQ, the team was able to smash their goal by raising \$3300 to support the MS Foundation.

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 shared their event.
June 20 at 3:56pm · 📍

Please share and invite as many Mikes as you know! We're going to try and break the World Record for the most people with same name gathered in one place/one time!! #MikesUnite



Mikes Unite World Record Attempt
Saturday, June 27 at 12:00pm in CST
Mosaic Stadium at Taylor Field in Regina, Saskatchewan

MR MIKES Steakhouse Casual
May 25 at 5:00pm · 📍

Help us break a world record! The number we need to beat is 1,096 and we know you can help us do it. So join us, June 27th, as the Saskatchewan Roughriders take on the Winnipeg Blue Bombers CFL and bring every #MIKE you know!

Please 'tag' anyone you know named Mike!

Full details at www.mikesunite.ca

We're Going to Break a WORLD RECORD

>> MOST SAME FIRST NAMES GATHERED IN ONE PLACE <<

MR MIKES Steakhouse Casual
MIKES UNITE

BE THERE JUNE 27TH
Details at MikesUnite.ca

MR MIKES Steakhouse Casual
May 8 · 📍

Who's ready to start the weekend early?



MR MIKES Steakhouse Casual
June 11 at 1:19pm · 📍

Yep. Even this guy knows a Mike. Mention your Mikes in the comments below and spread the word. We want to break a World Record, all in the name of KidSport Canada: <http://ow.ly/O94C1>

#MikesUnite



MR MIKES Steakhouse Casual
June 20 at 10:48am · 📍

Psst. Your stomach is rumbling. It's angry & needs a #Mikeburger. Better give in. <http://ow.ly/Ozz9h>

#Mikes4Lunch

MR MIKES Steakhouse Casual #MIKES4LUNCH




STUFF DADS SAY

- 1) Because I said so.
- 2) Do you think money grows on trees?
- 3) Do not make me stop this car!
- 4) A little dirt never hurt anyone.
- 5) When I was your age...
- 6) Were you raised in a barn?
- 7) It builds character.
- 8) Go ask your mother.
- 9) You're grounded. Forever.
- 10) You don't know what hard work is.

MR MIKES Steakhouse Casual

MR MIKES Steakhouse Casual
June 13 at 11:08am · 📍

Say "whats up" to Eddie, our VP of finance!



MR MIKES Steakhouse Casual with Mike Nordstrom
May 12 · Edited · 📍

Is your name Mike? Do you have a brother named Mike? Do you know a friend of a friend named Mike? Well let them know! They can be a part of something amazing! Check it out! (Oh.. and please tag Mike!) <http://bit.ly/1L09Aag>

CALLING ALL MIKES

We're lookin' for Mikes to help us do something special.

Rock 106 @Rock106 · 4m
Coming up! @tanSharek will be giving away a great prize from @mrmikesLeth #MikesUnite #YQL

MR MIKES @MrMikesOnline · 2h
We're very excited to be supporting such a great cause! #MikesUnite

KidSport BC @KidSportBC
Have you had your Mikeburger yet? \$1 from the sale of Mikeburgers June 16-27 @ all @MrMikesOnline locations goes to @KidSport! #MikesUnite

Mercedes Nicolli @mercedesnicolli · 3h
Supporting @KidSport has never been so delicious! \$1 from Mikeburgers sold at @MrMikesOnline locations this week goes 2 KidSport! #MikesUnite

KidSport BC @KidSportBC · 4h
Have you had your Mikeburger yet? \$1 from the sale of Mikeburgers June 16-27 @ all @MrMikesOnline locations goes to @KidSport! #MikesUnite

Shannon Key @shannonkey1 · 18h
Give kids a chance to play sports-visit Mr Mikes this week - \$1 from entrees benefits KidSport #MikesUnite



When Robots Rule the World

“The customer experience with our brands is no longer delineated or restricted by the physical space or products. A customer’s assessment of our brands is not just restaurant ambiance, food quality, or server interaction. The customer’s interaction with our brands and the start of the purchase decision identified by Google as the “Zero Moment of Truth” begins in the digital world; when our potential customer is nowhere near the front door of our restaurants.”

- **Robin Chakrabarti.**

Technological advances permeate practically every aspect of our daily lives. It’s impossible to avoid. Unless you’ve decided to go off the grid, become a hermit, and live off the land with only your pet moose as company, it’s very likely that your life has already been taken over in some way, shape, or form by the digital age.

This change in the way we conduct ourselves is more prominent than ever when it comes to our shopping habits. While online shopping has continued to grow more popular over the past decade, according to Forrester Research, online shoppers only make up 9% of the consumer base. That leaves 91% of shoppers still making the trip to local stores to make their purchases.

Read the full article [HERE](#)

Conference 2016

We have already begun to plan our next year’s conference! We are excited to be heading south to Scottsdale, Arizona for our 6th annual RAMMP conference. The conference will be from October 2- October 5 with two fun packed days including a supplier tradeshow. We look forward to seeing you all again next year.

Oct 2-5
2016



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HOSPITALITY BRANDS INC

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