



RAMMP

HOSPITALITY BRANDS INC

The RAMMP Report

November 2014

Happy Holidays! This is the Winter 2014

issue of the RAMMP Report. In this issue we celebrate going deep into Saskatchewan, success of the new APP, winners of a staff contest and more. And it is the holidays so sit back, grab a MR MIKES Rum Snog, enjoy this issue and remember be naughty and save Santa the trip.



Messy Mikes >>

MESSY MIKES 2014

MR MIKES tapped into our passionate and creative team members to help invent new menu items.

Team members from all locations were encouraged to submit recipes of dishes they were proud of and thought would fit on our Messy Mikes feature menu. After reviewing and eating countless submissions, two were selected to be featured on our fall Messy Mikes promotion. Our guests enjoyed the dishes and those items may now be in the mix for the new menu.

Learn more about our two winners, **Carol Crick from Bonnyville** and **Jason Aligour from Fort St John** and how they came up with their great dishes.

Carol Crick

Bonnyville, AB

RECIPE:

Cheesy Buffalo Chicken Dip

How long have you worked at MR MIKES?

I have been working at MR MIKES since opening day almost two years ago

How did you come up with this recipe?

A good friend of mine would make a dish very similar to this every time a group of us would get together and hang out. The atmosphere at MR MIKES is like a group of friends hanging out so I figured I would just tweak it a bit and then it would be a great addition to the already great MR MIKES menu

What is your favourite MR MIKES dish?

Well, I'm meat lover so the New York Steak Sandwich is one of my favorite dishes

What is your favourite thing about MR MIKES?

My favorite thing about MR MIKES, the food is great but it's the people. From the owners who are just genuinely amazing people to the management staff and my co-workers. There is never a dull moment at work

Tell us something that most people wouldn't know about you.

I really like computer stuff, like editing and making videos. I'm not great at it but I'd love to be. Oh and I'm a huge hockey fan! Go Flames!



Jason Aligour

Fort St John, BC

RECIPE: **Mikes Madness Chicken Burger**

How long have you worked at MR MIKES?

I have worked at MR MIKES for 1 year and 7 months

How did you come up with this recipe?

Well I am a chef and I love making crazy recipes

What is your favourite MR MIKES dish?

My favorite MIKES dish would be our Thai Steak & Noodle - medium rare :)

What is your favourite thing about MR MIKES?

My favorite things about MR MIKES is our atmosphere. It's always an amazing feeling when I'm out there chatting up our guest:) and my team!

Tell us something that most people wouldn't know about you.

I would like to travel the world one day and help in any way possible with aid. That honestly is a dream of mine which many don't know about me.

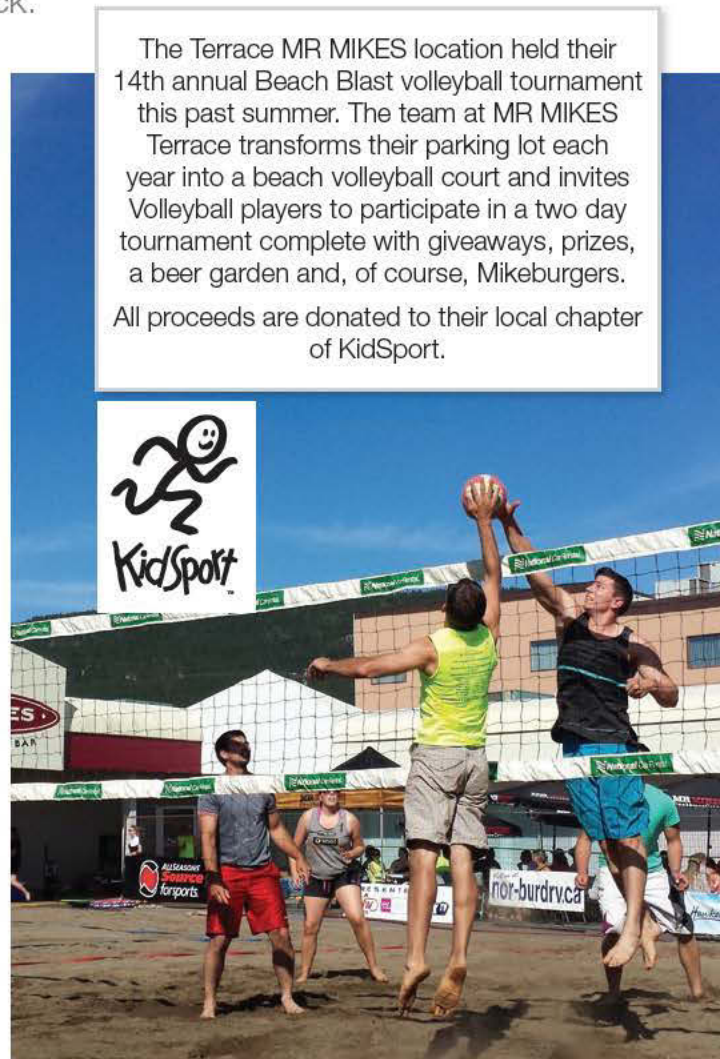


In the Community

#DeedsWellDone is something RAMMP tries to do all year and giving back to the communities in which we live and work is one of the driving values of RAMMP. Here is a small set of examples of the RAMMP family giving back.



Don't worry Saskatchewan, we are ensuring we've got you covered. With new locations in Regina and Prince Albert in the past few months and Saskatoon set to open, our RoughRider blood is growing. As with all openings, we raised funds for a local nonprofit organization throughout the opening events. Above is a picture of our team in Regina presenting a \$15,000 cheque to KidSport.



The Terrace MR MIKES location held their 14th annual Beach Blast volleyball tournament this past summer. The team at MR MIKES Terrace transforms their parking lot each year into a beach volleyball court and invites Volleyball players to participate in a two day tournament complete with giveaways, prizes, a beer garden and, of course, Mikeburgers. All proceeds are donated to their local chapter of KidSport.



Here is some of our head office staff grilling up Mikeburgers at the Coast Capital Savings Golf Tournament in support of VGH & UBC Hospital Foundation.



Our RAMMP finance team and our friends at KPMG teamed up to serve four hundred meals for The Salvation Army.

MR MIKESTM

Steakhouse Casual

New Locations

Opened Fall 2014

- Regina, SK
- Prince Albert, SK

Opening Spring 2015

- Saskatoon, SK
- Peace River, AB
- Dauphin, MB



Special Recognition>>

Special Recognition

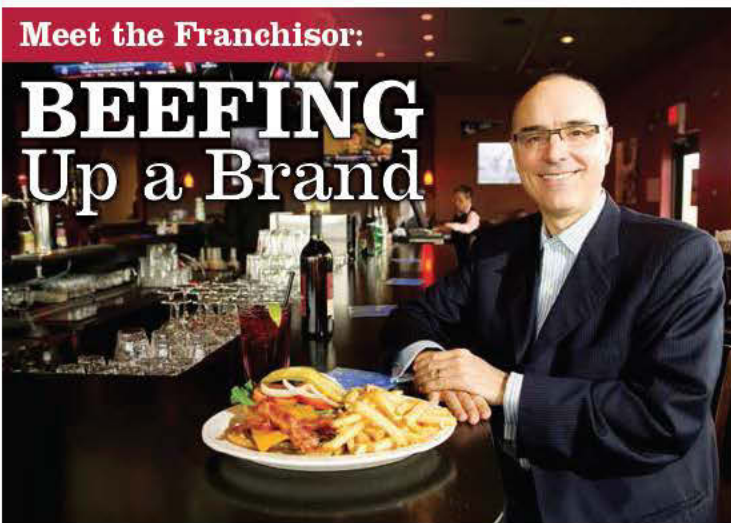


Congratulations to our Bonnyville location who won three awards at the Lakeland Business of the Year Awards! Great job!



Meet the Franchisor:

BEEFING Up a Brand



Our CEO Mike Cordoba was featured in Canadian Business Franchise magazine's September 2014 issue. Below is an excerpt from the article by Jacquie De Almeida.

Mike Cordoba has fond memories of visiting Mr. Mike's Steakhouse as a child. Growing up in North Vancouver, his family regularly visited the eatery known for its bottomless salad bar and cafeteria-style service. When the cook called out an order number, the customer picked up their steak on a tray. No-frills dining, for sure, but unpretentious was in. And these days, it looks like it is back in vogue though the trays are now reserved for the wait staff. "I was lucky enough to see the Mr. Mike's brand when I was a young boy" says Cordoba, who is now the chain's CEO. "I hadn't followed Mr. Mike's that much over the years and I wasn't aware of how different it had become from the old cafeteria family dining concept that had previously existed. When I heard of the opportunity to buy Mr. Mike's it was an amazing experience to have those memories of biting into a steak or the Mikeburger of a great fun brand."

[Click here for the full story](#)

MR MIKES App >>

MR MIKES App

The MR MIKES app has had great success over the last few months. With over 6,000 downloads and continual growth, the app has become the place to check updates and the great special offers.

Download our app for free!



MIKES NOVEMBER 3RD
MONDAYS

Show us you've downloaded our App and get an entry form for your chance to **WIN a \$25 gift card.**



This offer is only valid today.
Show your server the app offer in order to redeem it.

HUMP DAY
WEDNESDAYS

Tell your server what year the "Caesar" was invented and get **\$1 OFF** our Caesars.

NOVEMBER 5TH

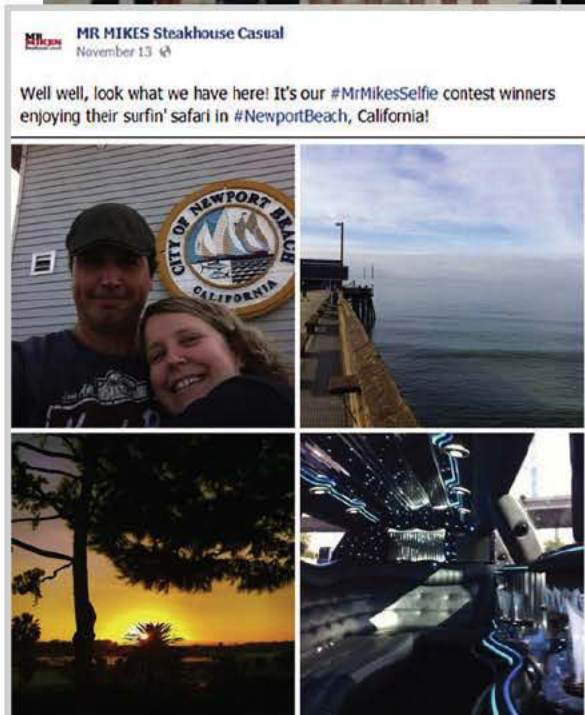
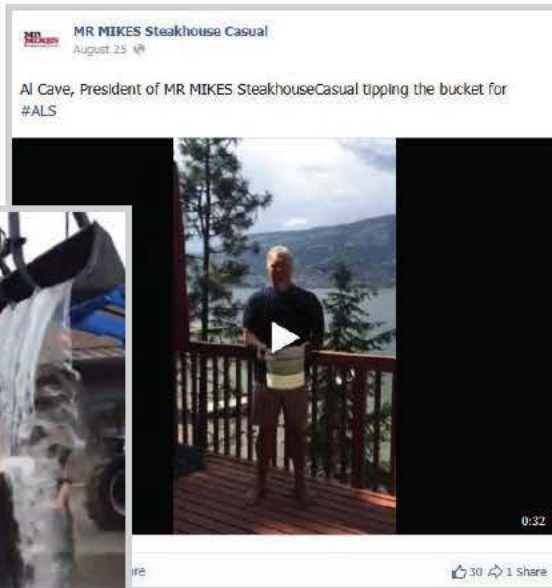


This offer is only valid today.
Show your server the app offer in order to redeem it. No Cash Value. Cannot be combined with any other promotional offer or discount.



Social Media >>

Social Media Here are some highlights from our social media pages. Make sure to follow us on Facebook, Twitter and Instagram.



Alan & Carlos

Fun Facts

MUTLU YILLAR !

Happy Holidays!

Joyeuses fêtes !

Frohe Feiertage!

God ferie!

إجازة سعيدة!

节日快乐!

Kalés naptés!

時候の挨拶を申し上げます。

חג שמח!

Auguri!

С праздником!

¡Felices Fiestas!

God Helg!



Business Development



Look for RAMMP and our new tradeshow booth at a show near you in 2015:

- ICSC Whistler - January 2015
- National Franchise & Business Opp Show - January 2015
- CFA - February 2015

Not many people can say they've been named after a restaurant. Mike's parents were Franchisees '76 - '90!



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

