



RAMMP
HOSPITALITY BRANDS INC

The RAMMP Report

SUMMER 2014

Summer Time and The Living's Easy

RAMMP Report Summer 2014 is here. The Conference, race winners, award winners, community winners and you will be a winner when you finish reading this issue. Community fun and involvement, marketing highlights and a fond farewell to our beloved brands The Pantry & Rockwell's are just a few of the many topics covered in this issue. Read, share and enjoy.

**Farewell to
The Pantry/
Rockwell's
Brands.**

See page 9
for details

THE 2014

RAMMPYs

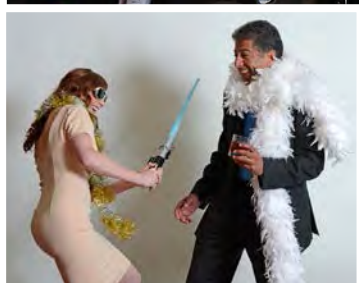
The 4th annual RAMMP conference themed "Innovation" focused on the importance of change and continuous improvement, and how vital it is to our success to constantly stay fresh, relevant and on the cutting edge in the minds of our guests.

RAMMP's ongoing success and future growth is due to the strength of our franchisees and their passion, commitment and expertise. In celebration of their greatness, the world renowned RAMMPYs, recognizing the contribution and exceptional performance of our franchisees and suppliers, filled a fun and action packed night. Warm congratulations go out to all of our well-deserving award winners of 2013! A big thank you goes out to all of our sponsors and all of those who took time out of their busy schedules to attend; we hope you enjoyed your time in Kelowna. We have already started to work on next year's conference and hope to see you again next year. Thanks to all of those involved in planning such a great conference.



[More photos >>](#)

THE 2014 RAMMPYs



THE 2014 RAMMPYs

Award Winners



Highest Sales Award
MR MIKES SteakhouseCasual
Winners: Grande Prairie



Sales Growth Award
MR MIKES SteakhouseCasual
Winner: West Edmonton Mall



Marketing Community Spirit Award
MR MIKES SteakhouseCasual
Winners: Bonnyville



Restaurant of the Year
MR MIKES SteakhouseCasual
Winner: Grande Prairie

In the Community

Giving back to the communities in which we live and work is one of the driving values of RAMMP. We are privileged to have participated in many exciting and valuable events this Summer.



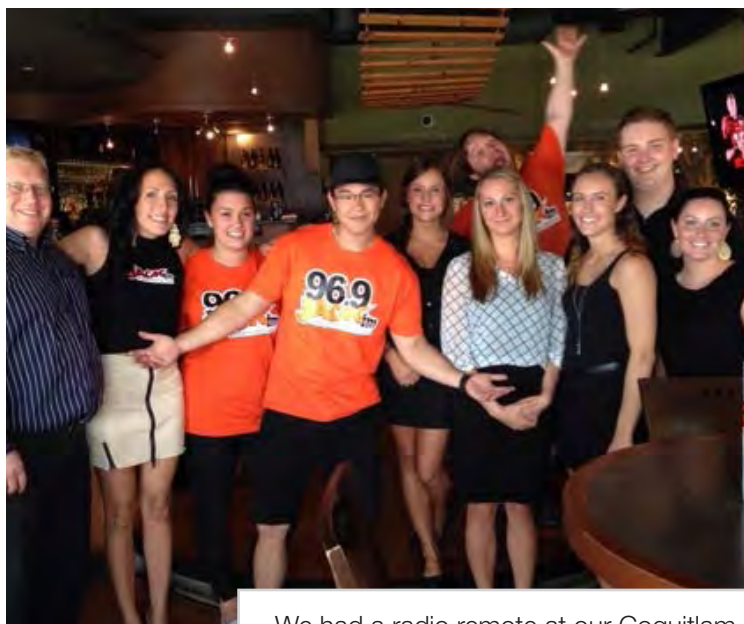
Head office staff participated in the Kick for a Cure event for the Michael Cuccione Foundation in Coquitlam to help raise money for Childhood Cancer.



Head office staff participated in the Canuck Place staff party and grilled up some great Mikeburgers.



Our Cranbrook team grilled up Mikeburgers for the Canadian Cancer Society, raising over \$1100 for the cause.



We had a radio remote at our Coquitlam MR MIKES with Jack FM and gave out a free BBQ!



In May \$100 will be donated for every Mikeburger!

FOCUS FOUNDATION OF BRITISH COLUMBIA

Buy a Mikeburger® during May and help kids at risk in your community.

For the month of May, when you purchase any Mikeburger®, \$1 will be donated to **Focus Foundation of BC**, providing education and therapy for kids at risk. Ask your server for more details.

Join a community that cares!

MR MIKES SteakhouseCasual

20020 Willowbrook Dr., Langley 604-534-1100

mrmikes.ca

Our Langley location held a fundraiser for Focus BC, an organization that helps at risk youth complete high school. The "Pub Night" helped the organization raise over \$1500 in ticket sales and raffle tickets.

In addition to hosting the event, the Langley store donated \$1.00 from every Mikeburger sold throughout the month of May - adding another \$850 to the total.



The Bonnyville Mr Mikes grilled up Mikeburgers in support of Muscular Dystrophy in April. This community driven event raised much-needed funds for the cause.



Head office staff celebrating Mr Lube's birthday with some Mikeburgers in Langley!

The Eight Pillars of Innovation

Below is an excerpt from an article about how Google continues to be innovative year after year.



The greatest innovations are the ones we take for granted, like light bulbs, refrigeration and penicillin. But in a world where the miraculous very quickly becomes common-place, how can a company, especially one as big as Google, maintain a spirit of innovation year after year?

Nurturing a culture that allows for innovation is the key. As we've grown to over 26,000 employees in more than 60 offices, we've worked hard to maintain the unique spirit that characterized Google way back when I joined as employee #16.

At that time I was Head of Marketing (a group of one), and over the past decade I've been lucky enough to work on a wide range of products. Some were big wins, others weren't. Although much has changed through the years, I believe our commitment to innovation and risk has remained constant.

What's different is that, even as we dream up what's next, we face the classic innovator's dilemma: should we invest in brand new products, or should we improve existing ones? We believe in doing both, and learning while we do it. Here are eight principles of innovation we've picked up along the way to guide us as we go.

For the full article [CLICK HERE](#)

MR MIKES has an App!

The New MR MIKES® APP can be downloaded FREE. Now you can check out menus, locations and special offers. Plus, you can receive special app-only deals!



Social Media

Here are some highlights from our social media pages for our Surf & Turf Selfie Contest. Make sure to follow us if you haven't already!

For more pictures: **#MrMikesSelfie**



Farewell to Pantry/Rockwell's *We'll miss you!*

RAMMP Hospitality Brands Inc. has announced that it is divesting of its interests in The Pantry Restaurant and Rockwell's Grill & Bar brands. As of July 14, 2014, Triumph Hospitality Group will take over the ownership of both hospitality portfolios.

"This was not an easy decision but we believe it is the best decision for the brands and one that will allow them to continue to grow and flourish in the marketplace under new ownership," says Robin Chakrabarti, Co-Founder RAMMP Hospitality Brands. "The team at Triumph Hospitality Group is extremely passionate about the future of the brands so we are confident that the best is yet to come."



The Future Looks Bright!



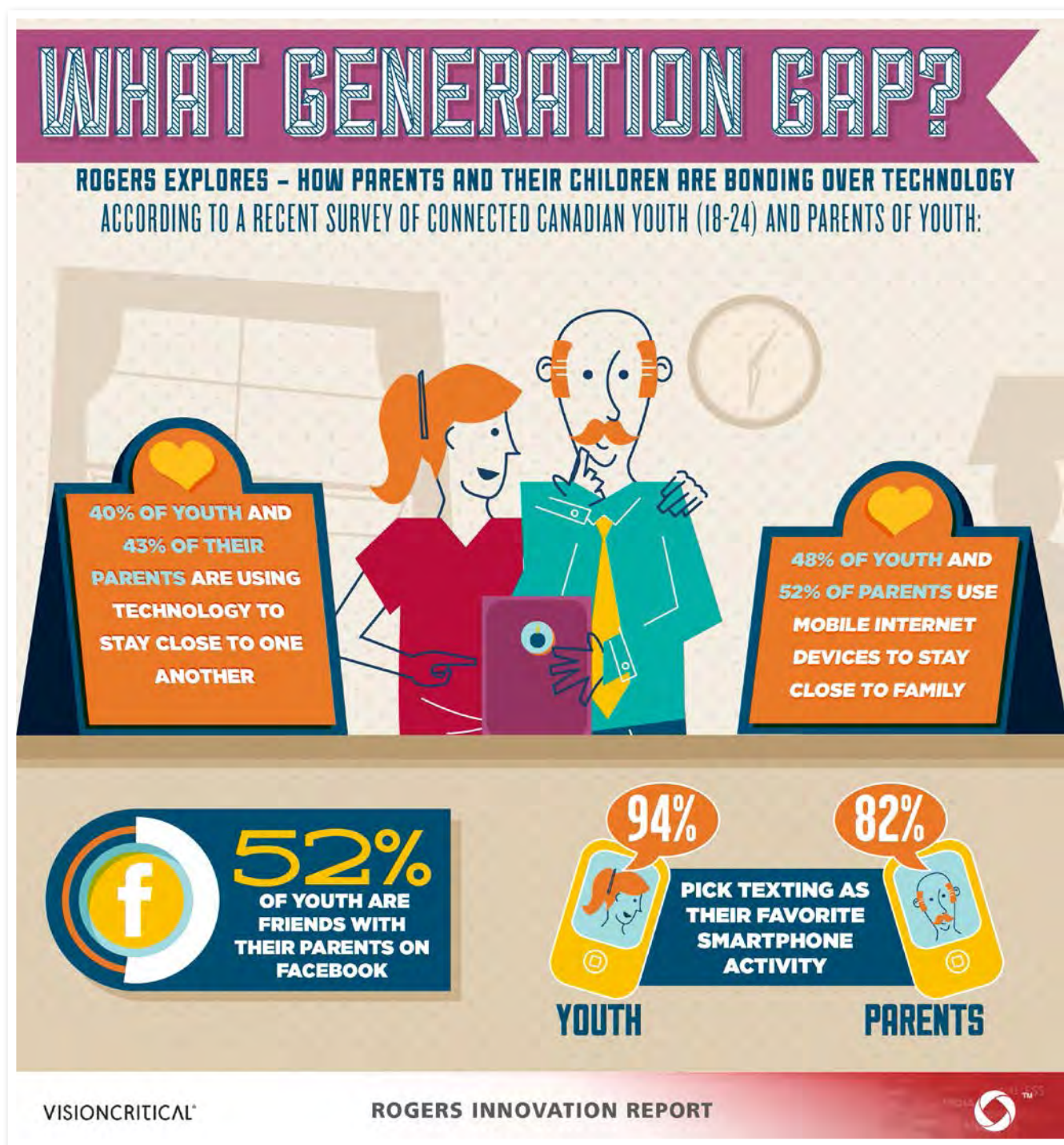


Image Courtesy of Newswire

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