



RAMMP
HOSPITALITY BRANDS INC

The RAMMP Report

WINTER 2014

Welcome to the Winter 2014 issue of the **RAMMP Report** celebrating and sharing our brands' activities and excitement from the past few months. This issue focuses on celebrating the wonderful things our customers and franchisees do in their communities to give back. We also share some interesting snippets about the foodservice industry, how a bean gets on your plate, and what we eat every year in addition to 29lbs of French fries!



STOP PRESS!

RAMMP signs 'Cutting Edge Partnership' in Alberta! See page 8 for details.



During the holidays, MR MIKES held a contest called "Deeds Well Done". It showcased our customers doing really good deeds in their communities. Nominees were entered into three possible prizes with the grand prize being \$100 cash and \$1000 to the charity of their choice. Over the six weeks of the campaign, there were over a hundred entries with people across BC, AB, and SK.

Here are highlights of some of the nominees and the great work they do in the community.

Jas Surrey, BC

Since 2011 he has, by his own efforts, taken on the task of growing fresh vegetables for Food Banks all across the Lower Mainland. It started off with a 30 acre hay field and his strong good will and determination to turn the field into a potato field for those in need. His first year he donated 62000 lbs (not a typo) of potatoes to the Surrey Food Banks. He is the first to acknowledge all of the public assistance he receives in order to maintain his efforts and is in No Way reaping monetary benefits. This man constantly has to find ways to fund this endeavour of love and giving to those less fortunate. Today his genius plan to fundraise was to flood a portion of the field to create a outdoor ice rink... he's asked the public to pay by donation and from his posts on Facebook I know he would never turn any one away if they were not able to donate. He feeds the homeless and those that might not have the money for fresh vegetables. He is a modern day hero. Please show him that we acknowledge his efforts.



More photos >>

More...



Dave Prince George, BC

Dave is ALWAYS doing some sort of fundraising or community involvement, he's amazing. This past Christmas he posted on his Facebook page about a little girl battling cancer, and how her family is in Seattle getting treatment, but it's tough financially for them. So what can we as a community do to help? Within 20 minutes he raised \$800, and within days the grand total was over \$2800.00, (we were so glad to be able to help them through Dave). It made their Christmas and little Audrey's too! This past summer he organized a golf tournament fundraiser for the SPCA, he's always thinking of others, without ever once putting a spotlight on himself. I am proud to have known him for over 15 years, both professionally and personally. More Dave's are definitely need here in PG and the world! :-)

Katherine Cranbrook, BC

For several years Katherine has organized a Christmas event called "A Book Under Every Tree". This program provides books donated by local residents to children of families who receive a Salvation Army Christmas Hamper. Books must be of gift quality if they are used and they are gifted in book bags sewn by volunteers. Last year the local Rotary club included the "Book Under Every Tree" along with their Christmas Angel Tree gifts. This program encourages literacy and a love of reading among children who are challenged by poverty or their family circumstances.



Colby and Gregory Kamloops, BC

I would like to nominate my 12 year old boys. They have sorted many bottles, faced storms going door to door, snow shovelled driveways and mowed lawns to collect over \$12,000 so far in the last three years and still going. They will always say "Hello, how are you?" to any elderly person they meet while we grocery shop with the sole purpose of making them feel special! They call it "The Hello Movement" and have a YouTube video of themselves challenging people to stop and connect saying 'Hello' to people. I feel they are continually challenging us to be kinder, more compassionate people by just being who they are. The coolest thing was when Greg saw our friend had nominated them, he responded with, "if we win we will donate the cash prize too".

Alzheimer Society
CANADA

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 winter.



The White Rock Pantry hosted a Free Turkey Dinner where each guest brought in two items for the White Rock/ South Surrey Food Bank. Almost 2,000 non-perishable food items were collected along with \$500 in cash. Awesome job White Rock team!




FREE TURKEY DINNER
 A Festive Tradition
 TUESDAY, DECEMBER 4TH FROM 4PM - 8PM
 Bring in 2 non-perishable food items or a cash donation per person and receive a Free Turkey Dinner. All donations go to the White Rock/South Surrey Food Bank.
 1812 - 152nd Street, White Rock 604-535-0910
 www.thepantry.ca

In the Community continued

MR MIKES SteakhouseCasual

Our Grande Prairie MR MIKES location along with other locations sold bird houses to help raise money for pancreatic cancer over the month of November. They raised almost \$10,000. Great Job to all of the locations who participated!



In Lieu of Christmas Cards, RAMMP adopted a family during the holiday season. We were blessed to help a single mom with three kids located in the Surrey area. We put together gifts, stockings and a basket of food for them to enjoy Christmas dinner and Christmas Day breakfast.



In the Community continued



Our accounting team had a great time volunteering their time at the South Surrey food bank over the holidays. They sorted and moved over 1400lbs of food. Great Deed Well Done Ladies

Driving Technology into the Dining Experience

Below is an excerpt from an article in the **Canadian Franchise Magazine** about how **RAMMP** is leading the drive to improve customer experience through technology.



As restaurateurs we have historically devoted our time and energy on the endless details required to deliver great food and outstanding service that result in an exceptional guest experience.

To the outsider, operating a restaurant may appear simple. However, to those of us fortunate enough to be involved in the industry, we understand that simple definitely does not mean easy.

Smart phones, tablets, eReaders, and laptops have afforded us the ability to connect in real time to dozens of friends and business associates at once without ever leaving the comfort of our couch. Consequently the old traditional methods of interacting with customers through our bricks and mortar restaurants, newspaper and radio advertising seems outdated and out of touch.

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 limited to 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.

Due to the ever-increasing accessibility of digital technology the balance of power has shifted from businesses to the customer. By recognizing and capitalizing on this dramatic shift we are in the enviable position of engaging with our customers as never before. Working alongside our franchisees we are focused on customizing our offerings to meet the customer's needs and excited about realizing the potential afforded by embracing current customer trends in digital technology.

For the full article [CLICK HERE](#)

Social Media

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



Rockwell's Grill&Bar @RockwellsOnline · Jan 9
 On January 11, great opportunity to ask fitness trainers questions that you may have. Check out the details: ow.ly/sg2LJ

Rockwell's Grill&Bar @RockwellsOnline · Jan 8
 Who's craving a Roquefort Pear Salad? Well here is a good recipe to try out! Let us know what you think. ow.ly/sg23K

Rockwell's Grill&Bar @RockwellsOnline · Jan 7
 Make sure to come in and try some of our great a Nachos Quintana Roo for size. Yum!

How will you be ringing in the New Year? Want to do something with your kids but don't know what to do? Here are some great New Year's Eve party ideas which you can celebrate with your kids and other families. <http://ow.ly/1P5o> This still allows mom and dad to enjoy their New Year's and celebrate!

The Pantry Restaurants shared a link. December 26, 2013

With everyone in a great holiday mood, here are 20 things we should all say more often! <http://ow.ly/1KGR>. What is something you will say more often?

20 Things We Should Say More Often www.mindbodygreen.com

Whether you need to restore your faith in humanity or just smile today,

Mr Mikes @MrMikesOnline · 2 hrs
 #MrMikesKitimat grand opening is happening THIS SAT! Click on 'going' for your chance to win! ow.ly/SF1HR #SoExcited #CantHideIt

Mr Mikes @MrMikesOnline · 5 hrs
 [User] Might have to look into that as a new slogan ;) Thanks for the nice words!

Mr Mikes @MrMikesOnline · 5 hrs
 Thanks for the follow @MrMikesOnline. Their food is so good that if one person eats it, 2 people feel full. #NewFollower"

Do you know someone inspiring who does good deeds? Nominate them (or yourself) and you could win \$100 + \$1000 to your charity of choice! You'll be rewarded a \$10 Gift Card to MR MIKES just for nominating someone! You can't lose.

Enter here: <http://a.pgtb.me/9LTVcr>

#DeedsWellDone

This holiday season, showcase someone in your community doing a really good deed. Tell us what your "Good Deed Done" did along with a photo (if you have one) and we'll reward you with a \$10 MR MIKES bonus certificate! (You can only make one nomination.)

Your "Good Deed Done" will be entered to WIN \$100 CASH + \$1000 to the charity of their choice. \$100 cash prize online.

See contest tab for details.

MR MIKES Deeds Well Done

MR MIKES Steakhouse Casual Thanks Elizabeth, if you want want the nomination to count it needs to be done through our contest tab here: <http://a.pgtb.me/9LTVcr>

Deeds Well Done a.pgtb.me

December 2, 2013 at 5:02pm

Yes!! Thank you!!! Did that already!

Just getting Fired up!

Join in on all or the buzz using the hashtag #MrMikesKitimat for your chance to win a gift card. You could also win by clicking on 'going' to the event!

<http://on.fb.me/19VYebT>

Join us for our Grand Opening Celebration

Saturday, January 18th. Between 12:00pm and 5:00pm.

LIVE Broadcast FREE Apples & Drink Samples FREE giveaways throughout the day!

10% from every bill will be donated to Kitimat Hospital Auxiliary

MR MIKES Steakhouse Casual

MR MIKES Steakhouse Casual shared a link. January 10

Who else stopped by for lunch today?

Instagram instagram.com

mmikesonline's photo on Instagram

The Pantry @ThePantryOnline · Nov 22
 Any big festive plans for the weekend? Stop by Fresh breakfast!

The Pantry @ThePantryOnline · Nov 22
 Buy \$40 in gift cards and get a \$10 bonus certificate. Make sure to check in store for details on our gift card program. #giftcards #pantry

Retweeted by The Pantry

BCLC @BCLC · Nov 22
 Proud to sponsor the awards for customer service @ last night's @NewWestChamber #PlatinumAwards Congrats @ThePantryOnline!

The Pantry Restaurants shared a link. January 6

Make sure your New Year's resolution sticks this year! Take this quick quiz which will be sure to help you achieve your goals in 2014. <http://ow.ly/se2GP>

Change Quiz: How to Make and Keep New Habits www.webmd.com

Out with the old bad habits, in with the new healthy ones. Do you have what it takes to make lasting changes in your life? Find out with this WebMD quiz.

Making their days...

Two examples (worth reading) that really illustrate how our people go above and beyond to create memorable experiences for our guests.

A special thank you

Kamloops - It was my daughter's 20th birthday and she is attending TRU, and has no family or friends out there. I am from Nova Scotia and was talking to my daughter last night and she was very mellow, because there was no one out there to sing happy birthday or didn't have a cake, etc... she was so down, so her room mate said she would go to Mr Mikes with her for supper.

I called Mr Mike's and explained to Kara, that my daughter would be going there for supper with her room mate, and explained she has no family or friends out there and this was the first time she was ever away from home and I was wondering if I could buy a cake and if she could sing happy birthday to her.

Kara explain to me that they don't take credit cards over the phone, but she could do something better. She said she would give her a cake and sing happy birthday to her and give her a hug and tell her happy birthday from her mom and dad and she would pay for it herself. I was shocked and couldn't believe that someone I never met would do something like this for my daughter to make her day. I told her what she looked like and when my daughter arrived there and was sitting down Kara came over and gave her and her room mate a cake and sang

Happy Birthday to her and gave her a hug and said we miss her.

My daughter was so excited she called me from there and said this was the best surprise she ever had. She cried and was so happy to think that this lady she never knew would do something like this for her to make her day - now this is what I call outstanding customer service!

I can't thank Kara enough, to know that she made her and feel so special on her birthday and I couldn't be there with her.

Thank you so much Kara from the bottom of my heart.

"I was shocked and couldn't believe that someone I never met would do something like this for my daughter to make her day."



So, I'd love to throw a HUGE shout out to the MR MIKES staff here in Fort St John for making my Family's Day. Being a university student I was extremely fortunate to be able to fly home to share the holidays with my parents.

Today, they decided to surprise me by taking me to lunch at MR MIKES, one of my personal favourite restaurants. As it was -20c out today, and we went right around noon, all the parking spots around the building were taken. So my father dropped my mother and I off and went to hunt down a spot.

Once we got inside and had been taken to our table, my mother struck up a friendly conversation with the employee who led us there, inquiring about his Christmas, if he had any kids, and if he had any New Years plans and other casual questions while we waited for my father to join us.

After enjoying our meal, and upon arrival of our bill, there was a general confusion as our total came to \$0, with every item we had ordered stated as being "On Us". Seeing as we'd had no coupons, no mistakes with our order or any complaints at all, we assumed there had been a mistake. My mother, being the woman she is, became extremely anxious and wanted to correct this as soon as possible, as she "didn't want their bill to be out". However, our waitress informed us that there had been no mistake and that our meal was in fact, on them simply because we had been "super friendly".

The smile on my parent's faces from this act of kindness from your staff just warmed my heart and is definitely one of the highlights of my return here. Thank you so much and there is no doubt at all that we'll be eating there again ASAP.

It's on us!



Franchise Growth

Business Development ended a great year on an another exciting high note. December 2013 saw the execution of a new Multi Store Development Agreement with Sal, Mike and Sonny Naim (5 Star Restaurant Group Inc.) our Franchisees for Bonnyville and Slave Lake, Alberta.

Their agreement will add 10 more Mr Mikes SteakhouseCasual Restaurants to our family of restaurants in Alberta.

Among some of the markets to see a new Mr Mikes will be Fort McMurray, St Albert, Whitecourt, Fort Saskatchewan, Drayton Valley and Lloydminster.



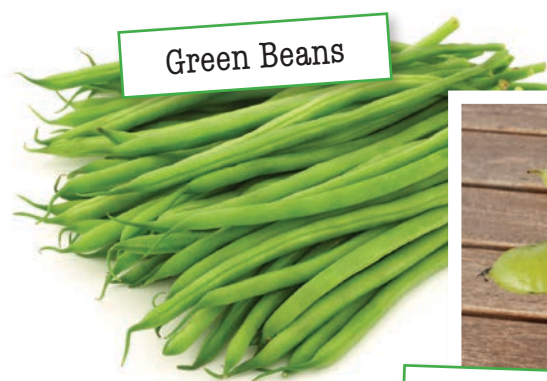
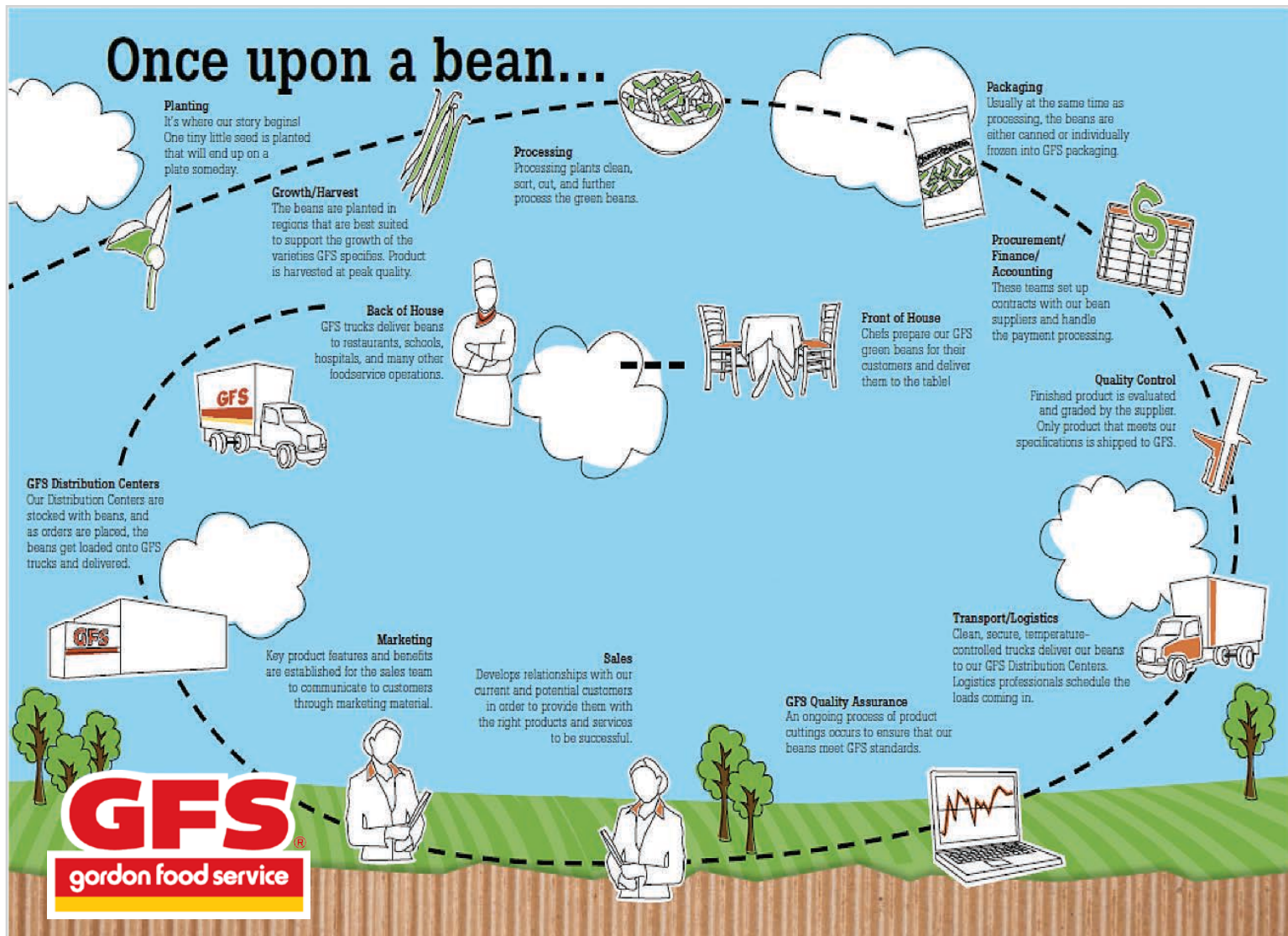
12 Slots, 12 Knives

For every store they open, they will be given a knife with the date and location of the opening store to eventually fill the block.

We look forward to our deepening relationship and working side by side with Sal, Mike and Sonny. We wish them continued success in their development of the MR MIKES brand in Alberta.

Articles & Fun Facts

Curious how your products go from the source to your restaurant?



Green Beans



Broad Beans



Mr Bean!

More interesting facts and stats for you to ponder

SOCIAL MEDIA FACTS



OF CONSUMERS USE SOCIAL NETWORKING SITES TO SEARCH FOR LOCAL BUSINESSES.¹

71%

OF SOCIAL MEDIA PARTICIPANTS SAY THEY ARE MORE LIKELY TO PURCHASE FROM A BRAND THEY FOLLOW ONLINE.²



23%
OF BRAND MARKETERS ARE DEVELOPING SOCIAL MEDIA STRATEGIES, BUT ARE STILL STRUGGLING TO EXECUTE.³

SOCIAL NETWORKS & BLOGS NOW ACCOUNT FOR NEARLY A QUARTER OF THE TOTAL TIME AMERICANS SPEND ONLINE.⁴



OF LOCAL SEARCHERS ON SOCIAL MEDIA ARE MORE LIKELY TO USE A BUSINESS WITH INFO ON A SOCIAL MEDIA SITE.⁵

91%

OF LOCAL SEARCHES SAY THEY USE facebook TO

FIND LOCAL BUSINESSES ONLINE.⁶

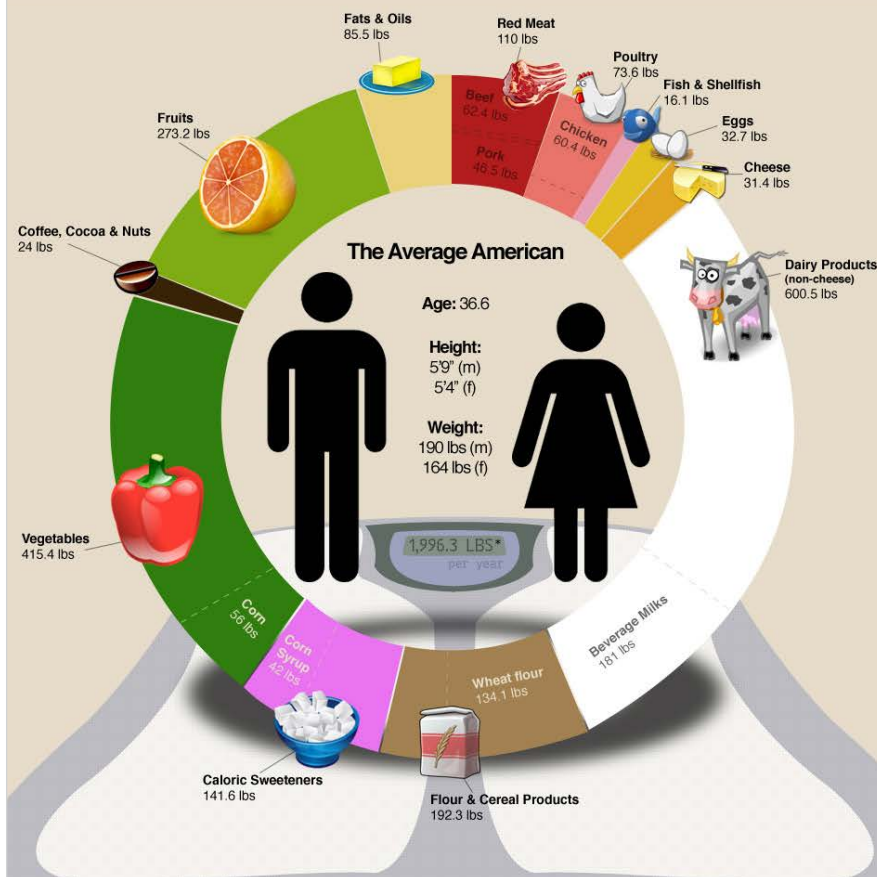
Balihoo
Local Marketing. Automated.

1. 2012 Local Search Usage Study, comScore and Localize, 2012. 2. The Socialisation of Brands: Social Media Tracker, Universal McCann, 2010. 3. Variance in the Social Brand Experience, CMO Council, 2011. 4. State of the Media: The Social Media Report, Nielsen, 2011. 5. 6. 2012 Local Search Usage Study, comScore and Localize, 2012.

Image courtesy of Balihoo.

WHAT ARE WE EATING?

What the Average American Consumes in a Year



*Includes food bought/served but not eaten (leftovers)

That includes:

(every year)



Image courtesy of dailyinfographic.com

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

THE PANTRY™
RESTAURANTS [home fresh]

MR MIKES™
Steakhouse Casual



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