

THE RAMMMP REPORT

Really Awsome **MR MIKES** People

WINTER 2021

Summing up 2021 feels kinda like it did summing up 2020
– sheesh, haven't we been here for a while now?

Well, folks, pandemic or not, the franchisees and support centre for MR MIKES SteakhouseCasual soldier on. With shutdowns, restrictions, vaccine passports, fires and floods in the west, we are incredibly proud of our locations for their resiliency, fortitude and determination to be the best they can in very difficult times. The teams have found ways to not only deal with the worst, but also to celebrate each other and their communities in a variety of ways by keeping each other laughing and seeking ways to connect on deeper levels. As we glance back on the past few months, it's evident that there is still plenty to feel good about and plenty to look forward to in the future to make us optimistic. If you're reading this, we assume you're interested in the MR MIKES corner of the world and we're happy to share a few stories of the things we've been up to. Enjoy!





COMMUNITY CONNECTIONS



Community means everything to the MR MIKES franchisees and the brand as whole, it always has, going back as far as anyone around here can remember. Whether it's supporting a local sports team, assisting the food bank, or taking steps to improve our neighbourhoods, our support reflects our commitment to our communities.

AT MR MIKES, OUR PURPOSE IS TO "UNITE COMMUNITIES THROUGH FUN AND MEMORABLE HUMAN CONNECTIONS".

Each year, MR MIKES gives back through thousands of volunteer hours, food donations and facilitation of events that allow their communities to get involved. In 2021, MR MIKES launched a new page on our website to celebrate these successful and heartwarming stories from our communities. Of course, as the pandemic rages on, the opportunities to get into the communities has been more limited than in the past, but we have found ways to contribute, all the same. Well done to all our stores for your ongoing commitments.



Peace River

BOBBY HILL BREAKFAST FUNDRAISER



Langford

STUFFY DRIVE



Vernon

ANGEL TREE WITH SANTA ANONYMOUS



Langley

MIKEBURGER FUNDRAISER FOR CANADIAN RED CROSS



Duncan

MIKEBURGER FUNDRAISER FOR KRISTAL



Saskatoon

ROUND UP FOR CHARITY FUNDRAISER

>> **COMMUNITY CONNECTIONS**



Quensel

ROOS T-SHIRT NIGHT



Dawson Creek

SMILE COOKIE DROP



Drayton Valley

SMILE COOKIE DAY



St Catherines

BACKPACKS FOR KIDS CAMPAIGN



Winnipeg

12 BEERS OF CHRISTMAS



Red Deer

COLLABORATION WITH LA LIQUOR



Yorkton

NATIONAL DAY FOR TRUTH AND RECONCILIATION WALK



Whitecourt

TRUNK OR TREAT



MEALSHARE

As another way for stores and guests to feel connected to the community, MR MIKES nationally partnered with Mealshare, a national non-profit organization dedicated to ending youth hunger, both at home and through international charity, Save The Children Canada. Here in Canada, Mealshare partners with a hyper-local charity in every single community that MR MIKES is in. Each charity must have the same thing in common: feeding youth. Charity organizations range from food banks, youth centre programs or school breakfast and lunch programs. With the noble goal of ending youth hunger, MR MIKES is proud to join forces with Mealshare. Our guests can participate knowing that each Mealshare feature item they buy will result in a youth in need receiving a simple healthy meal. Guests can also participate by adding \$1 to any entrée which will also result in a meal being provided to a youth in need. Franchisees and guests alike, love the program for the simple fact that a charity right in their back yard is benefiting. **This is community connections at work.**



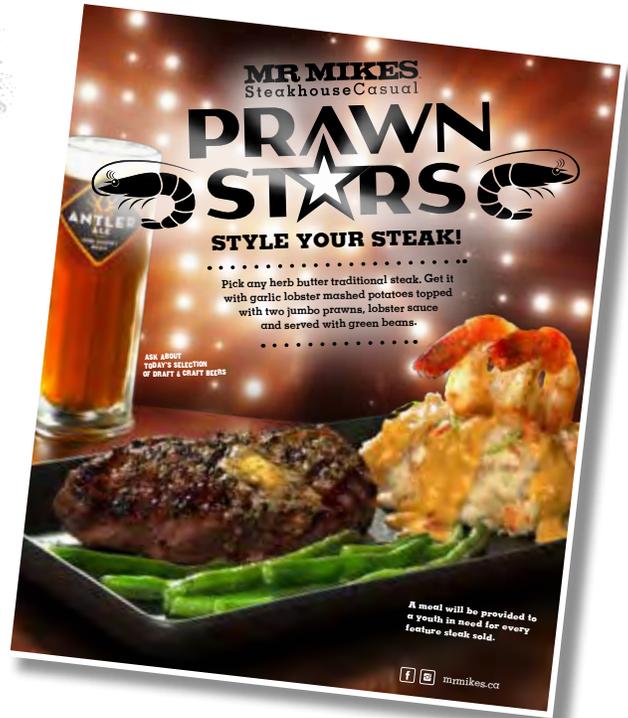
Please visit <https://mrmikes.ca/community-connections> and follow along with the great things MR MIKES franchisees are doing to support their communities.



PROMOTIONS



After wrapping up our summer promotion, we launched into a brand-new national promotion in October. Focusing on our ever-popular traditional steaks, we added a magnificent side dish called "Prawn Stars". A heap of lobster mashed potatoes topped with lobster sauce and the "stars" ...a crown of two jumbo garlic prawns. Our steak category saw gains far outpacing all other food categories during the same time and the price point helped to keep our average check in a very strong position.



Overlapping with Prawn Stars, we also launched our annual Holiday Promotion in early November. Always a busy time of year, MR MIKES promotes gift cards, holiday parties and our Deeds Well Done charity initiative. The buy \$50, get \$10 offer for gift cards ran throughout, along with a few surprise "blitz offers" made available either exclusively to our rewards members or to all guests for short periods of time where they were able to get a double-your-bonus deal. Gift cards showed year over year increases exceeding expectations during a time when vaccine passports made it challenging to capture our full guest visitation.



DEEDS WELL DONE IS IN ITS 9TH YEAR FOR MR MIKES.

This year, in combination with our Mealshare partnership, while collecting donations through our menu feature program and guest donations, we topped up \$2 extra for every \$1 raised in December. This allowed us to raise \$16,998 in December and \$30,164 since the launch on October 4.



NEW STORE **ON THE HORIZON**

The city of Merritt BC is in the heart of the beautiful Nicola Valley and at the junction of the Coquihalla Highway. MR MIKES reported previously of this upcoming location and we're happy to report, that opening plans are still underway. For a city that has faced more than its fair share of challenges from summer wildfires nearby to fall flooding that forced a city-wide evacuation, this little BC town is showing much resilience as well with rebuilding plans. MR MIKES was fortunate to be located on higher ground but the closure of the highway and the city's focus on getting essential services back up and running, will make this opening unique beyond comparison for our brand. We are however optimistic and excited about this new location and our new franchisee partner. Merritt is scheduled to open in the first few weeks of 2022, and we look forward to getting to know the residents, re-builders and eventually travelers.

**MERRITT IS SCHEDULED
TO OPEN IN THE FIRST FEW
WEEKS OF 2022**

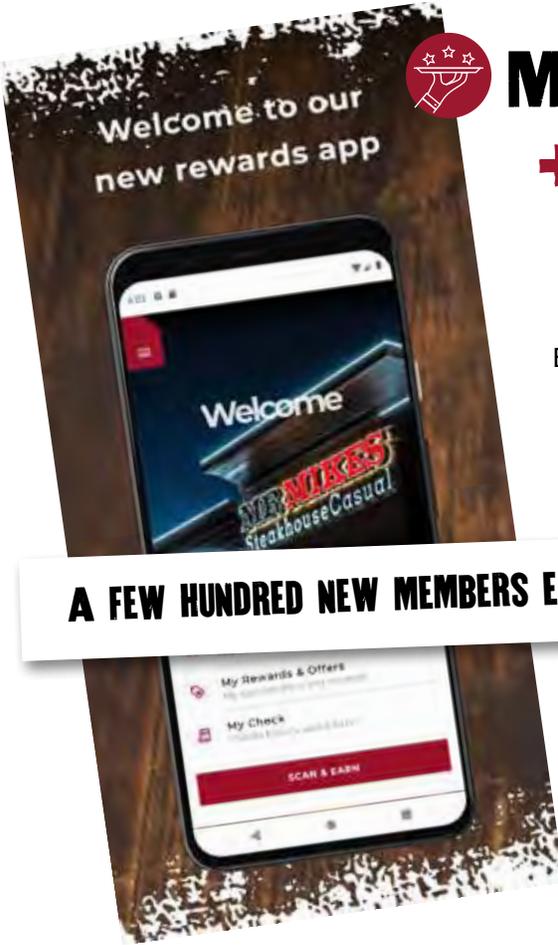
**3969 CRAWFORD AVE,
MERRITT, BC**



COMING SOON



MR MIKES REWARDS PROGRAM + APP UPGRADES COMING



A FEW HUNDRED NEW MEMBERS EACH MONTH JOIN OUR PROGRAM

Back in June, we re-launched our popular Rewards/Loyalty program with a new provider, Paystone. It has been a technology improvement to our previous program, allowing guests to use our app to both collect and redeem points right at the table, connecting their bill and the app by scanning a QR code on the check.

Over the months since, we've seen nothing but growth. A few hundred new members each month join

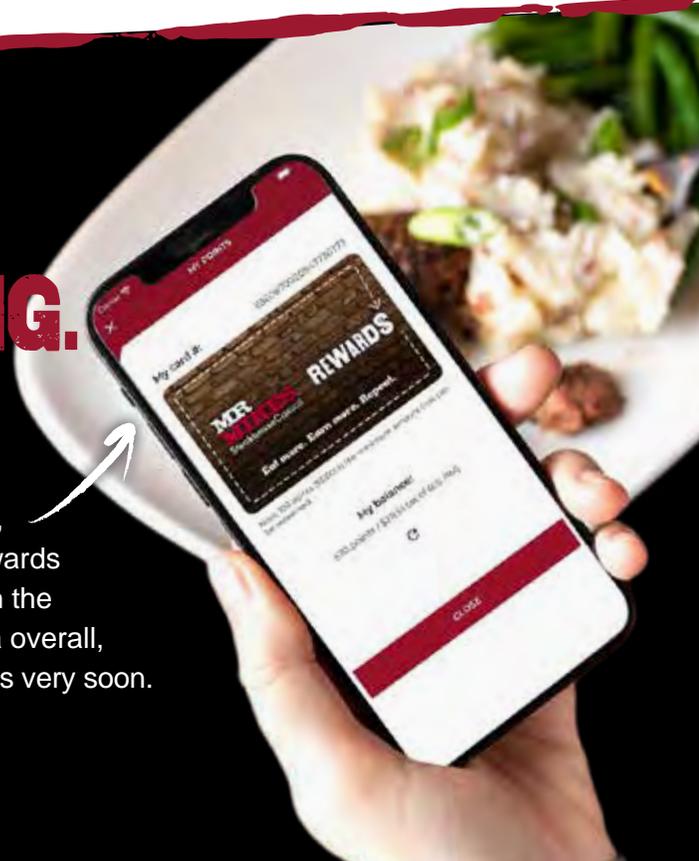
our program, increased visits and spend compared to non-members and participation in our various offer campaigns that indicate loyalty members are a highly engaged group of individuals that respond well to customized and exclusive offers dedicated to their interests.



PAY AT THE TABLE + ONLINE ORDERING.

Now it's time for our app to get even better.

In 2022, we will be adding table-side payment and online ordering, as well as split payment options that allow gift cards, rewards points and credit cards to all be used as payment towards a check and all administered by the guest within the app. With the increased usage of digital interfaces and payments in Canada overall, we are glad to be able to offer these conveniences to our guests very soon.



CURBSIDE PICKUP

We think Webster's Dictionary should consider "CurbsidePickup" as word of the pandemic.

Are they even making this list of words? At any rate, MR MIKES is on the trend, introducing a contact-less way for our guests to pickup their food. Simply choosing "curbside" when ordering pickup on our website online ordering portal, they can click a link when they arrive and one of our team members will bring the order out to their car at one of our dedicated stalls. With delivery and service fees being charged by delivery companies, costs can really add up for the convenience of getting dinner delivered. While still having the convenience of ordering and paying online, many people are now choosing to drive to the restaurant to save a little money. Many locations are even offering an introductory offer of 10% off (location availability varies).



You can check your favourite MR MIKES for availability by going to www.mrmikes.ca/order and selecting "Pickup"

WE PAY YOU TO PICK UP



by giving you
10% off
when you order curbside pickup*

- 1 - Order pickup at mrmikes.ca/order, select 'pickup' option
- 2 - Click the link in confirmation message when you arrive at one of our designated stalls
- 3 - We bring it to you. Enjoy!



* limited time offer



MR MIKES
SteakhouseCasual

GUESTS WIN TRIPS

One lucky guest won a trip to Niagara Falls through our summer contest series that was hosted on our social media channels. She and her sister had the experience of a lifetime with an all expenses paid trip to Niagara Falls. Their trip included a fabulous dinner at MR MIKES, a tour of the falls and a VIP tour behind the falls as well as a private tasting with a Forty Creek brand ambassador that included sampling and food. They had a great time and loved their hotel room that had both Canadian and US views of the falls.



CHECK OUT THESE GREAT PHOTOS FROM THEIR TRIP!

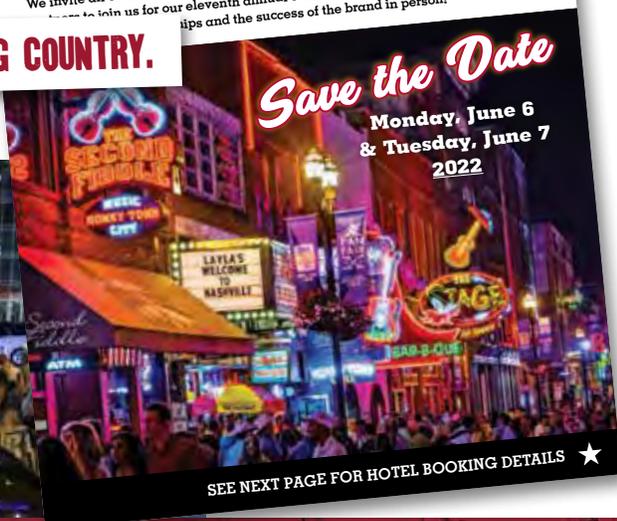


FRANCHISEE + SUPPLIER CONFERENCE: NASHVILLE 2022

It's hard to believe that our 11th annual conference is coming up this year! We can't wait to celebrate with all our suppliers, franchisees, and general managers in Nashville in June 2022 for our annual MR MIKES conference. This will be our first in person event in a couple of years and we are so looking forward to seeing everyone. Not to mention, see Nashville and experience all it has to offer!



GRAB THE COUNTRY HATS AND BOOTS, MR MIKES IS GOING COUNTRY.



SEE NEXT PAGE FOR HOTEL BOOKING DETAILS ★

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NEW TEAM MEMBERS

In 2021, the MR MIKES Support Centre in Burnaby welcomed a few new faces. Please allow us to introduce...



Art Vanaprasert
People & Culture Coordinator.

Art joins us from Blenz Coffee, and comes with lots of knowledge of guest experience, working with franchisees and having fun! Art is working on his CPHR certification, and in his free time loves to snowboard and scuba dive!



Justine Robb
Community Marketing Specialist.

Justine joins us with a strong background in hospitality, working with brands such as Joey Restaurants and Jack Astor's. Justine enjoys conversation, soccer and loves to travel; she has been to 15 countries and counting!



Dheer Thakker
Financial Accountant.

Dheer joins us from Geotab. Dheer is a real people person; he enjoys attending Meetup groups to meet new people and learn new things. Dheer is working on his CPA, and in his free time love to sing.

IMPROVING EFFICIENCY FOR RESTAURANT OPERATIONS

MR MIKES Operations team takes their store visits and audits into the Cloud.

To close out 2021 MR MIKES has partnered with MeazureUp to digitize our audits and store visits. The application allows Managers and the Ops Team to assess and compare store performance in a user-friendly app. MeazureUp also allows for integrated photos and documents to help keep all information in one place, and reference pages online items, to quickly review standards. The initial test visits have been completed, and we look forward to fully implementing the app as part of our audit process in 2022.

MeazureUp



THE FINAL WORD

Rob Scali, MR MIKES Director of Purchasing has been with the MR MIKES brand for 24 years. Through three ownership groups and two re-brands. Suffice it to say, Rob has seen a lot of changes. He's a quiet guy, but if you listen closely, you'll hear some fantastic tales.

Here are a few, told in pictures from Rob's archives.

When you have been with the brand for many years you accumulate some stuff.

Here's a **TOP 12 LIST** of random stuff you may trip over in my office.

#1 Scooby Doo sticker on the inside of my office door – reminds me to check the Cavatappi pasta inventory at GFS.



#7 MR MIKES Operations Manual
Date unknown – there was no app for that.



#2 Mr M – Metal logo form used for dressing up past features - cinnamon M 's and such.



#8 Big Horn tap handle
Put a sticker on it and its done. It was a simpler time.

#3 MR MIKES Dawson Creek commemorative pen celebrating 50 years of the Alaska highway opening. The pen is almost 50 now.



#9 Original Antler Ale Logo and Stein
Most Canadians should have a stein in their home by now.



#4 Vintage MR MIKES Steak Branding Iron
A logo on every steak. Never really took off. Something about operational efficiency.

#10 MR MIKES collectable mini butcher knife – featuring the motto "Probably the Best". True Canadian humble bragging. I think a famous shoe company tried to steal this but came up with something else less memorable.



#5 MR MIKES Kamloops souvenir insulated mug
This was the last location of the Megalicious Salad Bar concept. The same family franchisees operated locations in Kamloops spanning over 40 years.



#6 Foam Mikeburger replica
Used for bread sizing quality assurance. If the Mikeburger fits....



#11
What do you do with samples after you receive more options than you ever dreamed existed for a bowl.



#12 This!
So festively creative, Rob!



MR MIKES
Steakhouse Casual

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