



RAMMP
HOSPITALITY BRANDS INC

The RAMMP Report

Summer 2018

We **rocked it** in Vegas.

Seriously – best time ever! Our 40th location is opening soon and we are bustin' it in the Ontario market. WHAT??!! Yup, you heard right – you don't want to miss out on our 2020 conference!!!



LIVIN' THE MIKES LIFE
MR MIKES
SteakhouseCasual

VIVA Las Vegas!

We didn't miss a beat, and showed our peoples how to throw the perfect party. **First activity:** get RAMMPed up with Mission Las Vegas. Check out some priceless photos below.



MISSION: LAS VEGAS



Rock band in the making or just another William Hung?
[Check out the video](#)

More VIVA Las Vegas >>



LIVIN' THE MR. MIKES Steakhouse Casual **MIKES LIFE**



Drink, Eat, Socialize, Repeat!

You know an evening is going to be fun when Captain Morgan shows up. There was no shortage of alcohol at the Supplier Networking event... oh, and lots of other tasty and fun booths to check out as well. We may know how to throw a party, but our franchisees and suppliers know how to paartaaaay.

A huge shoutout to all of our suppliers that made this event ah-maze-ing.



More Supplier Networking >>



**CHEERS TO THE
FREAKIN' WEEKEND!**

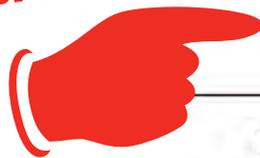


FEELIN' GOOD



**LIVIN' THE
MR MIKES
Steakhouse Casual
MIKES LIFE**

**A HUGE
THANKS
TO ALL OF OUR
SPONSORS!**



PLATINUM SPONSOR



DIAMOND SPONSORS



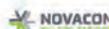
GOLD SPONSORS



SILVER SPONSOR



BRONZE SPONSORS



OTHER GENEROUS SPONSORS



We Are The **Champions**

Winners deserve to be recognized, so here they are!



Restaurant of the Year
Grande Prairie



Supplier of the Year
Squirrel Systems



Highest Sales Award
Grande Prairie



Sales Growth Award
Dawson Creek



Operational Excellence Review Award
Drayton Valley



Marketing Community Spirit Award
Grande Prairie



Oh, and how can we forget the unforgettable speakers:

Michael Kerr, Mark Bowden, and Michelle Tham.



HOW BIG WAS IT DON?



LIVIN' THE MR. MIKES
Steakhouse Casual
MIKES LIFE

Keep Your Eyes **On The Ball**

It's a bit hard to... when you got drinks pouring, canapes flowing, beer pong, and beanbag toss all going at the same time. **Where?** Top Golf! **Why?** Um, because we can and what better way to end a 2-day conference!



HOT SHOTS?



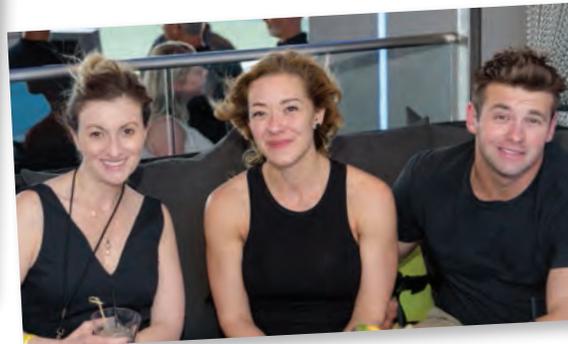
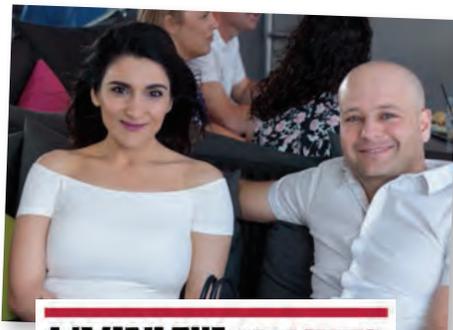
BUCKLE UP



NICE SWING



LET THE GAMES BEGIN!



LIVIN' THE **MR MIKES**
Steakhouse Casual
MIKES LIFE

More Top Golf >>



**TO GOLF, OR NOT TO GOLF...
YOU GET THE IDEA**



MR MIKES[™] SteakhouseCasual

is growing!



High River natives, Mike and Tricia Bliss, had a blast opening our 38th location at the beginning of April.

All funds raised were donated to 'Food for Thought', a charity providing lunches for school kids that aren't able to bring their own. The restaurant added 90 jobs to the small community located approximately an hour south of Calgary — yay!

High River is a people first community where the town offers an enviable quality of life that people line up to be a part of — a perfect neighbourhood for MR MIKES to be a part of!

**#38
HIGH RIVER**



Businessman Peter Tian, whom also owns a Java Express franchise and the Bird's Nest of Beijing restaurant in Edmonton, opened our first Calgary location in May! It may be the first, but not the last. So, if you are looking for a Calgary opportunity, contact us today!

Calgary marks our 39th location, one step closer to a milestone — we are so excited! The funds raised were donated to the Calgary Firefighters Benevolent Society. They exist to serve and assist retired and currently serving firefighters and their families and other members of the firefighting community who may require assistance during a time of need. And it's opened just in time for patio season! Bring on the SociaBowls.



**#39
CALGARY NW**



Live Nation and More >>

When we said we were **growing**, we weren't kidding!

These are markets we just sold this year!

And, more in the pipeline...

Watch for us soon in these areas...

- Nanaimo BC
- Portage La Prairie MB
- Barrie ON
- Bradford ON
- Oshawa ON
- Brantford ON

- Winnipeg
- Fort McMurray
- Whitecourt
- Salmon Arm
- St. Catharines



TAKE A LOOK AT OUR OPPORTUNITIES BY >> [CLICKING HERE](#) >> OR CALL 604.536.4111

Are You Ready to Rock?! WE ARE!

So unleash the mosh-pits, call up the groupies, and light up the...err...pyrotechnics (sure, let's go with that until things are legal), because we've teamed up with **LiveNation** and we're ready to get this show started!

We kicked our LiveNation partnership off with our **Legally Prevented** contest this past April. We gave an epic prize package away that included two VIP tickets to see **Bon Jovi** in Toronto (including backstage access!), flights and accommodation.

We received over 1,000 entries from power ballad loving fans, but it was Jamie from Edmonton who was our lucky winner. She brought her dad to the show and they had a blast!

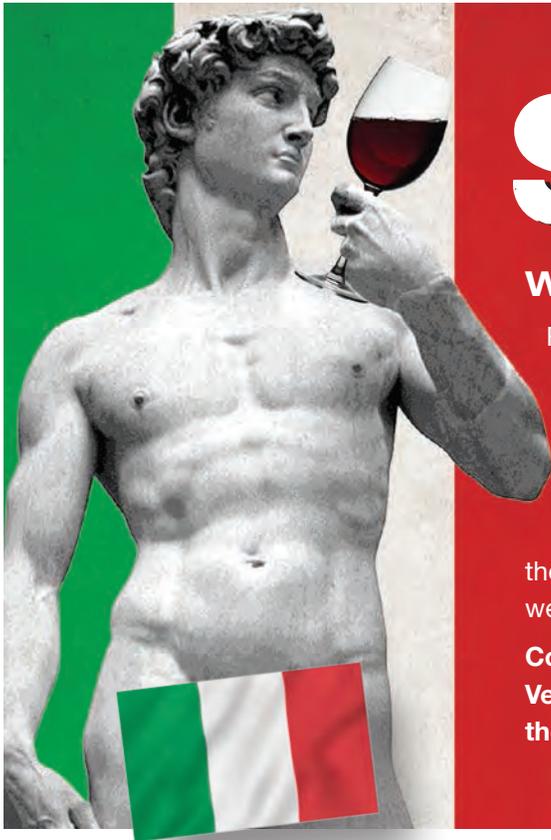
Legally Prevented was just the opening act to this partnership. We've since kicked off our on-going **Music Mondays** social media contest which gives away a pair of tickets every other Monday to any LiveNation show that our winner wants to see!

We've got more exciting things to come with LiveNation this year so stay tuned!



Victory Royale for a FREE Mikeburger

We challenged players from the very popular online game **Fortnite** to send us screenshots of their victory royales (A.K.A. their epic wins) for a free Mikeburger voucher. We received over 1,300 submissions from players across the country! Enjoy your Mikeburgers, worthy competitors!



SIP HAPPENS!

When You Dine Like Italians at MR MIKES!

Ruffino wine, delicious Italian-inspired menu items and a once-in-a-lifetime trip to Florence and Rome. It paid off to make pour decisions at MR MIKES these past few weeks as we featured our Sip Happens Italian promotion. **Just call us MIKEangelo from now on, okay?**

We saw a ton of guests trying our feature menu with the **Roman Table Bread** taking the torta (that's Italian speak for cake) for the most popular item. **The Sicilian Sirloin** and **Easy Caprese Salad** were also popular favourites. *Delizioso!*

Congratulations to our lucky winner Heather Etherington from Vernon, BC! She's won a trip for two to Florence and Rome to tour the Ruffino Winery!

Meet Warren, our VP of Ops, enjoying our Bugaboo Ribs this Father's Day!

Hope all the dads out there had a special one.



LIVIN' THE MR MIKES
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In The News

Digital Delivery Around the World

Over the past couple of years in the 13 global foodservice markets NPD tracks, digital delivery has been one business area growing steadily in every country. Digital orders rose internationally, even as total foodservice orders were flat or showing.

See what the #1 item digitally ordered is here:

[Read more here](#)



Innovation in the Restaurant Industry



Our very own Senior VP of Operations, Tony Zidar, joined a panel of experts at Toronto's RC show to discuss the topic of 'Innovation of the Restaurant Industry' earlier this year. With over 24 years of experience spanning

many different sectors of the industry, Tony Zidar has gained his expertise developing concepts and talent grids within sole proprietorships, franchise environments and publicly held companies.

The Canadian restaurant industry faces a variety of challenges keeping up with the rapid pace of change driven by consumer trends and changing demographics. Growing preferences for healthier food options, concerns over environmental sustainability, increased competition from grocery stores, heightened consumer expectations, and rapidly advancing technology are reinventing the traditional dining experience and forcing change on how the industry operates. And the rising spending power of the millennial generation of consumers is accelerating the industry's response to such trends. As restaurants juggle a variety of challenges, they must seek to innovate and adapt nimble business strategies that enable them to cost-effectively compete in an ever-changing environment.



Lighten Up

We had the pleasure to listen to Michael Kerr talk about how important humour in the workplace is at our conference in Vegas this year. Need to add fun to the workplace?

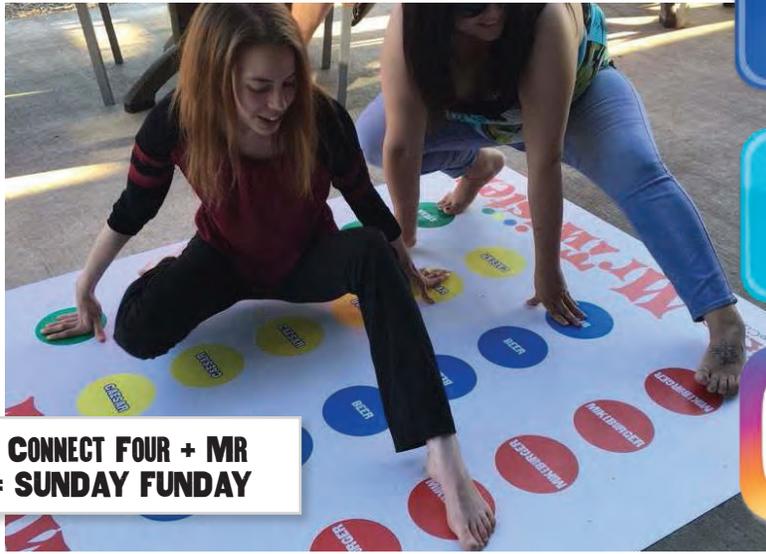


READ MORE > how traditions help create a sense of shared history and team cohesiveness

Michael praised MR MIKES for the fun and irreverent ways we engage with our guests in one of his monthly newsletters. If you missed it, **CLICK HERE >** to check it out:



Social Media Highlights



WELLAND GIANT CONNECT FOUR + MR TWISTER ON THE PATIO = SUNDAY FUNDAY



PRINCE ALBERT CELEBRATING CINCO DE MAYO!



APRIL FOOLS WE HAD SOME FUN THIS APRIL FOOLS DAY WITH THE PROMISE OF A MEAT SCENTED CANDLE!



MUSIC MONDAYS OUR GUESTS HAVE SOME "INTERESTING" HIDDEN TALENTS!



LANGFORD GETTING IN THE SPIRIT



RAMMP Head Office Staff Spotlight

Kelly Grant, Director of Marketing

How long have you been an employee at RAMMP?

Eight months.

What is your role at RAMMP and what does a 'day-in-the-life' look like for you at work?

Every day is different in the office, which is why I love it here so much. I usually start with a quick catch-up with the Marketing Team, and then dig into work on the MR MIKES SteakhouseCasual partnerships (right now I'm spending a large chunk of time on our activations with Live Nation & Ticketmaster). I work quite a bit with the strategic growth of the brand, which is what I love most about marketing. And I handle Local Store Marketing for the fantastic people in Saskatchewan and Manitoba (whaddup Region E!?!)

What is the best part of being a part of the RAMMP team?

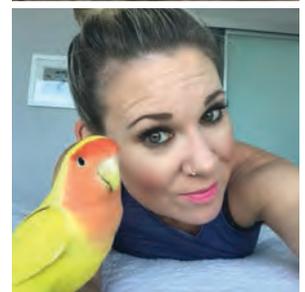
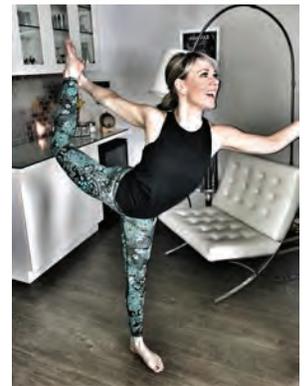
The people. Of all the roles I've had in my career, I can honestly say I've never worked with a more supportive team. Everyone has really welcomed me to RAMMP with open arms. When I'm lucky enough to be out in our markets doing store visits, I've been treated like family.

What is the greatest challenge you've had to overcome in your (personal or professional) life and what did you learn from it?

Let's just say that cancer is a despicable disease. It teaches us to live every day to its max and to surround ourselves with people who have our back.

What is the personal philosophy or motto that you live by?

"As we let our own light shine we unconsciously give other people permission to do the same." Kindness in words creates confidence. Kindness in thinking creates profoundness. Kindness in giving creates love.



If you were an animal, what would you be and why?

I mean obviously I would be a bird! Okay weird story – when I was growing up my Dad was averse to me having a dog or a cat, but when I was 5 or 6 he let me get a bird. So I have grown up with birds as pets (I know, I know, it's weird). My last two have been lovebirds, and they are just little feathery balls of personality. Did you know that lovebirds have the mental capacity of a 3 or 4 year old child? Ya, they are super smart. My current pet, Chuck (great name, right?), just wants to make you happy, but does act up to gain your attention; he's loud but affectionate. He's so me, it's crazy.

What's the weirdest job you've ever had?

Um, I'm not sure if it's weird, but not a lot of people know I was a radio announcer (on CFOX and Z95.3 in Vancouver) for about a decade before I got into marketing.

If you could give one piece of advice to your 15 year old self, what would it be?

Can I have two? 1) Your Mother is always right. 2) Your acne will go away.

What would you do (for a career) if you weren't doing this?

Yoga studio owner & teacher.

What's a fun fact/hidden talent etc. that your co-workers would be surprised to know about you?

I have seen Diana Ross perform more times than I can count. She puts the FAB in FABULOUS!

What is your favourite item on the MR MIKES menu? Why?

Lunchtime it's the Italian Job Grilled Cheese; I mean, cheese and basil? How can you go wrong? At dinner I've gotta go with the Filet; I can never turn down a perfectly cooked steak with a glass of Little Doe Red.

