

THE RAMMPP REPORT

Really Awsome **MR MIKES** People



Optimism & Activity

So far, 2022 has been filled with optimism and activity. We are seeing people travel more and just generally get out in the world. That is music to our ears. It's great to see so many familiar faces both in our restaurants and out at the much-missed community events. As our teams get back to normal operations, they also continue to manage the pandemic hangover as it relates to supply chain and staffing challenges. But in the true MR MIKES spirit, we are inspired by how resilient and creative our system of store teams and franchisees can be. They have proven themselves to be able to face a multitude of challenges and yet maintain such energy and joy in their communities and with guests. The past few months since we updated you have been a flurry of activity and we are pleased to share it with you here in our summer RAMMPP Report. Please enjoy!





COMMUNITY CONNECTIONS



At MR MIKES, our purpose is to “unite communities through fun and memorable human connections”. Here are some of the many (many) events and fundraisers our teams have been a part of in 2022.

WOW, WAY TO SHOW UP!



Yorkton

ST. PAUL SCHOOL FUNDRAISER



Williams Lake

BURGERS FOR A CAUSE WILLIAMS LAKE CLUB



Whitecourt

SOARING EAGLE SUPPORT SOCIETY



Welland

TORCH RELAY FOR ALS



Langford

UNsung HERO AWARD



St Catharines

KRISTEN FRENCH CHILD ADVOCACY CENTRE



Regina

SEA TO SEA FOR PTSD



Red Deer

HOSPICE SOCIETY RUN HIKE



Prince George

YMCA OF NORTHERN BC HEALTHY KIDS DAY



Dawson Creek

NORTHERN LIGHTS COLLEGE



Portage La Prairie

REGIONAL LIBRARY

>> **COMMUNITY CONNECTIONS**



Hinton

**CHAMBER OF COMMERCE
BUSINESS OF THE YEAR.**



Fort St John

**NORTH PEACE GRIZZLIES
BOTTLE DRIVE**



Kamloops

PINK SHIRT DAY



Fort McMurray

SPRING TRADE SHOW

**MORE GREAT
COMMUNITY INVOLVMENT**

- CAMROSE #RunlikeOle
- DAWSON CREEK Mile Zero Cruisers
- DUNCAN Gymnaestrada
- ESTEVAN Crohns + Colitis Gutsy Walk
- GRANDE PRAIRIE Boys Choir
- HIGH RIVER Foothills Angel
- HINTON Canada Day Parade
- HINTON Wild Rose Carnival
- KITIMAT Virtual Run for Healthcare
- LANGFORD Goldstream Food Bank
- OLDS Hike for Hospice Palliative Care
- PORTAGE LA PRAIRIE Big Duck Race

- PEACE RIVER Coldest Night
- PRINCE ALBERT Big Brothers Big Sisters Poutine Week
- PRINCE ALBERT BBQ for YWCA
- PRINCE GEORGE Northern BC Crimestoppers
- PRINCE GEORGE Spirit of the North Healthcare
- PRINCE GEORGE North Central Seniors Association
- TERRACE Beachblast Jumpstart Terrace
- VERNON Habitat For Humanity
- VERNON Ride don't Hide for mental health
- WHITECOURT BGC Whitecourt & District
- WHITECOURT Bottle Drive for Seniors Week
- YORKTON Yorkton Hospital



Drayton Valley

**FIREFIGHTERS
& THUNDER**



Estevan

BIENFAIT FIRE DEPARTMENT



Duncan

**CLEMENTS CENTRE
FOR FAMILIES**



Airdrie

RIDE FOR A LIFETIME



MEALSHARE

MR MIKES is nationally partnered with Mealshare, a national non-profit organization dedicated to ending youth hunger, both at home and internationally through Save The Children Canada. 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. Since our launch in October 2021, MR MIKES has directly provided 68,250 meals to youth in need, thanks to the support of our wonderful guests. For more information about Mealshare, check out www.mealshare.ca

**68,250
MEALS**



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



PROMOTIONS

BUNDLE UP, BABY

In January, our promotional calendar kicked off with our Bundle Up, Baby and Bloozey Cocktail promotion. A fun, value-focused offer that bundled together a three-course menu for \$37.99 combined with three blue-inspired wintery cocktails. The price point proved attractive for our guests looking for that post-holiday value that also delivered on a treat experience that so many were seeking just as pandemic restrictions were beginning to ease.

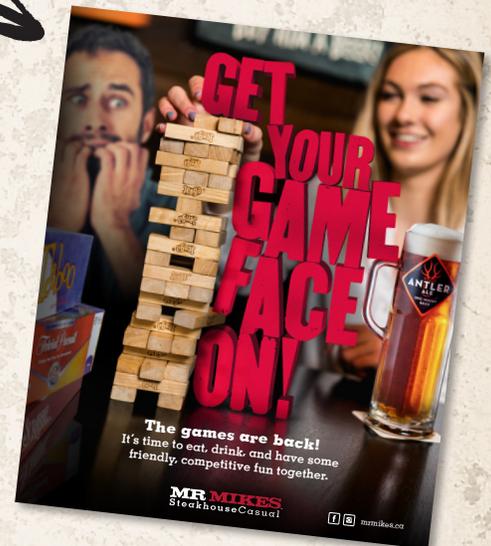


In the months that followed, we offered our seasonal promotions for Valentine's Day, gift card offers for Mother's Day and Dads + Grads.

As we saw more and more guests coming back, we also decided it was time to remind everyone just how fun things can be at MR MIKES and we re-introduced our games. For families, friends and friendly rivals, a chance to grab a bite and a drink with a spirited game of jenga was just what the social doctor ordered.



For summer, socializing was still very much on the menu and so the popularity of 2021's Super Summer Platter needed to make a comeback. Another item in three's...the platter is a popular item for sharing on the patio or enjoying as a meal for one (we never judge these decisions). And since we were all feeling the vibe of welcoming summer, the three Aperol-inspired cocktails gave wings to "Orange you glad it's summer?" drinks lineup.



NEW STORES

In the midst of uncertainty and various setbacks, our latest franchisee in Merritt, BC opened a brand new location in the new year and the town of Merritt, along with thousands of travellers have welcomed us with open arms (and mouths). The store represents the first prototype for a new open concept floor plan and we are looking forward to repeating this success in the towns of Stony Plain and Sylvan Lake, AB later this year.

**3969 CRAWFORD AVE,
MERRITT, BC**



**MERRITT IS THE FIRST
PROTOTYPE FOR A NEW OPEN
CONCEPT FLOOR PLAN**

**COMING SOON,
STONY PLAIN, AB**



**COMING SOON
SYLVAN LAKE, AB**



**ON THE
HORIZON**





MR MIKES REWARDS PROGRAM + APP UPGRADES

PAY IN THE APP

TAKEOUT/CURBSIDE PICKUP

DELIVERY ORDERING

USER EXPERIENCE IMPROVEMENTS ALONG WITH A FEW NEW FEATURES



Rewards members in the MR MIKES loyalty program are in for a treat. This month, we're updating our app. The update will bring about some user experience improvements along with a few new features such as pay in the app, takeout/curbside pickup and delivery ordering. Our app development partner Tacit also helped

us implement a more streamlined flow for orders coming from 3rd party delivery companies that

eliminated duplicated order entries that had previously been expensive and time consuming. Soon to follow, another app enhancement is on the way: instore order at the table options will also be added.



TECHNOLOGY FOR A BETTER FRANCHISEE EXPERIENCE

We are constantly on the hunt for ways to improve the franchisee experience.

This year, we are introducing a new technology system...**FranConnect**. A recognized software platform that brings together communications, training courses, resource libraries and the entire franchise community, along with our support centre into one environment to further strengthen our community. FranConnect launches in August and we're looking forward to bringing more efficiencies to our system through the process.



NASHVILLE 2022

THE LITTLE CONFERENCE THAT COULD

It finally happened, the franchisee and supplier conference cancelled in 2020 and 2021 finally happened in June 2022. It was a long awaited and much needed re-connection to some important faces we'd all missed so much. For three days, we gathered, learned, partied, laughed, enjoyed great music and appreciated the chance to be together again...in Nashville, Tennessee!



IT FINALLY HAPPENED!



A really **BIG CONGRATULATIONS** to our **AWARD WINNERS** who exemplified "Taking The Lead in 2021" Well done!

COMMUNITY CONNECTIONS: LANGFORD (nominated: Whitecourt, Red Deer)

CULTURE: SLAVE LAKE (nominated: Langford, Whitecourt)

LEADERSHIP: SALMON ARM TEAM (nominated: Jose @ Slave Lake, Paulette @ Whitecourt)

MARKETING: WHITECOURT (nominated: Red Deer, Langford)

SUPPLIER OF THE YEAR: GFS (nominated: Molson/Coors, Centennial)

FRANCHISEE OF THE YEAR:

Benjamin + Annie Giesbrecht (Peace River, Saskatoon + Cochrane)



MR MIKES Conferences bring together the team from the Support Centre, our franchise community, and our suppliers. We alternate the conference locations with one year being in a location in Canada and the next year in a fabulous city somewhere in North America. Nashville will certainly be hard to beat but stay tuned for news of the location for our next conference.

