

# THE RAMMIP REPORT

Really Awsome **MR MIKES** People

FEBRUARY 2023

## Eat Locally. Enjoy Casually.

The MR MIKES community is looking forward to a prosperous and positive 2023. We look forward to a full year of what used to be considered just 'normal'. Most of us felt the shift happen... in 2022 it seemed that we were exiting the darkest of times. Now the sun shines (well not literally, its still winter, but you know). We can't wait to get out there and connect with our communities in new ways and meet up with a few folks we maybe haven't seen in a while. This year, we'll be showcasing many of our franchisees and local teams while introducing you to them through video and online messages – a little sneak peek into these marvelous humans and all they bring to the MR MIKES community. While you wait for those videos to load, come on by for a visit. Eat Locally. Enjoy Casually.





# COMMUNITY CONNECTIONS



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



**Langford**

**STUFFY DRIVE**



**Airdrie**

**BBO FOR AIRDRIE ADDICTION & MENTAL HEALTH CLINIC**



**St. Catharines**

**NIAGARA FOUNDATION FOR CHILDREN — HOLIDAY DONATIONS**



**St. Catharines**

**PROJECT PLAID FOR PATHSTONE MENTAL HEALTH NIAGARA**



**Merritt**

**GIVING TREE**



**Grande Prairie**

**THE SPIRIT TREE — FAMILIES IN NEED**



**PAINT THE PARK PURPLE — RACE FOR THE CURE — PANCREATIC CANCER RESEARCH**

>> **COMMUNITY CONNECTIONS**



## **MORE GREAT COMMUNITY INVOLVMENT**

### **WHITECOURT**

Teamed up with the Community Lunch Box Society for a BBQ and bottle drive

### **GRANDE PRAIRIE**

Grain Bin Brewing Products — Donations to United Way Alberta Northwest

### **HINTON**

Warm Clothes Donation for Homeless — Orchid Rain Support Services

### **VERNON**

Burgers for Charity — Every Thursday \$5 donated to charity for every burger sold

### **STONY PLAIN**

Fundraising Campaign - Light Up Your Life Tri-Community Palliative/Hospice Care Society

### **HIGH RIVER**

Foothills Angel Fundraiser

### **PORTAGE LA PRAIRIE**

BBQ fundraiser for the local library



# **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 126,455 meals to youth in need, thanks to the support of our wonderful guests.

For more information about Mealshare, check out [www.mealshare.ca](http://www.mealshare.ca)

**126,455  
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

As summer came to a close and we kicked off fall, it was time for our steaks to be the highlight. What better way to do so, then launching two new steak toppers for our **TOP SHELF SHELLFISH TOPPERS** and **CHEERY BEERY COCKTAILS PROMO**? With any traditional herb butter steak, guests could add a lobster tail or shrimp skewer plus, have lobster sauce top their mashed potatoes. As a seasonal addition, there were 3 new beer cocktails each with a unique twist. These new add-on options were great new additions to the menu plus helped to drive average cheque up with a more top shelf option (see what we did there?). We saw great success with this program and so much so, the toppers have continued on through the winter and into the spring.



Before we knew it, 'twas the season for all things gift cards! It was time to make some noise and allow us to be the gift card of choice for gifting this year. After all, it was the **GIFT SANTA WOULD GIVE HIMSELF**. With gift cards, Christmas parties and our deeds well done Mealshare donations, we had a busy but incredible holiday season with a new enticing offer that guests were sure to take advantage of.



With the New Year, comes an exciting new promotion around LUNCH! It's time to make Lunch Time an official timezone! That's right, Standard time and Daylight Savings Time have had their moment in the sun, people are ready for a new time standard that they can really sink their teeth into. That's why MR MIKES has started the nation-wide movement to recognize a third and more palatable local time zone: **LUNCH TIME**. Yes, we do lunch and yes, we have launched 9 new lunch features available until 2pm every day. We can't wait for guests to enjoy what lunch time is all about and whether we should go back to work or not but you didn't hear it from us.



# NEW STORES

In addition to our Merritt location that opened in early 2022, we saw the year close out with another great opening in Stony Plain, AB. What an amazing transformation the restaurant has undergone. The franchisees behind this location are Sal and Mike Naim, Kelli Jacula-Kocha and Bryce Kochan. Together they have over 25 years of restaurant experience. This new opening is the sixth MR MIKES for Sal and Mike. Congratulations to the team on a great opening! We are so happy to be a part of this great community and look forward to serving them for many years to come.

**78 BOULDER BLVD  
STONY PLAIN, AB** 



**BEFORE**

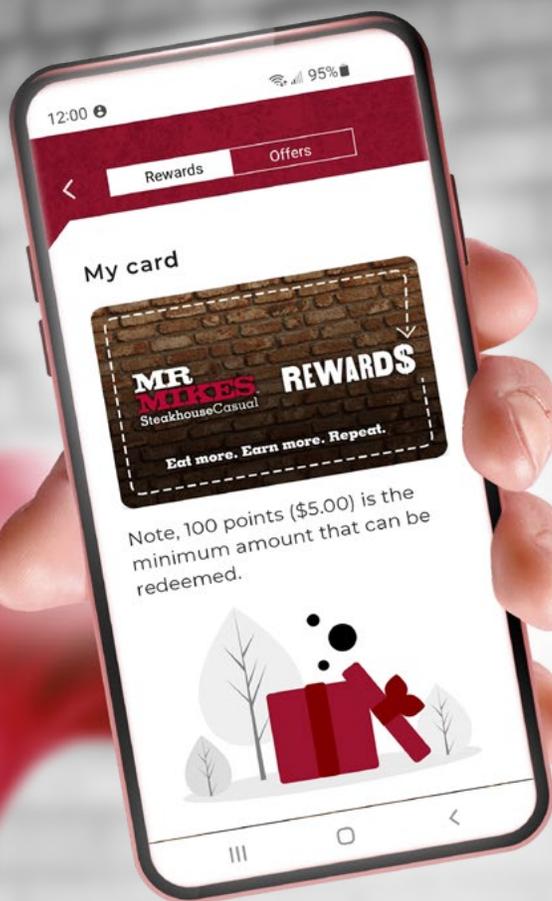


**AFTER**

## ON THE HORIZON:

# SYLVAN LAKE!





# MR MIKES APP

Our app was updated this year to include much more beyond our rewards program. The app now offers take out ordering, delivery orders (in many markets). It also gives our guests the option to pay for their dine-in experience or takeout or delivery with a credit card, rewards points, gift cards or a combination. Of course, it still delivers for our rewards program as well... allowing our guests to earn rewards points for all purchases and to see rewards or redeem available.



## 2023 BRINGS ORDER @ THE TABLE

This year, we'll be introducing order-at-the-table option in the app, so that guests can submit orders from their table or get another round of drinks on the way without waiting for a server to stop by.

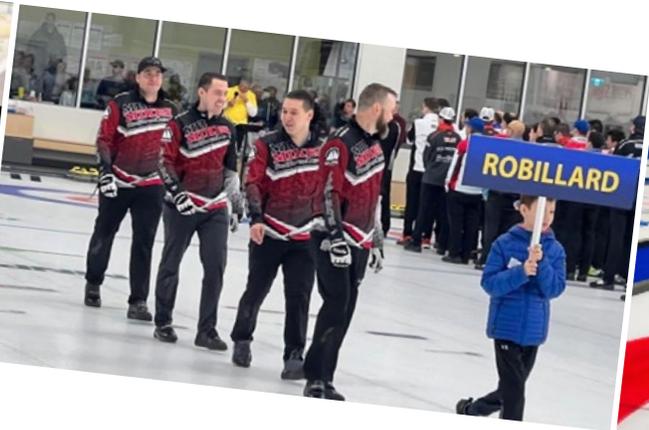


# CURLING SPONSORSHIPS

PROUD SUPPORTER OF:



MR MIKES is a long time fan and partner of curling. MR MIKES SteakhouseCasual first partnered with Curling Canada during the 2017–18 season. The support continued through to the 2019–20 season, which was ultimately cut short by the onset of the COVID-19 pandemic. For the 2022/23 season, we are back on board as an Official Partner and sponsor of the 2022–2023 Season of Champions events, including the 2023 Scotties Tournament of Hearts, Feb. 17-26 in Kamloops, B.C., and the 2023 Tim Hortons Brier, presented by AGI, March 3–12 in London, Ont. Our partnership includes a television commercial during the events on TSN as well as LED rink boards at each event.



In addition to our official sponsorship with Curling Canada, MR MIKES also sponsored two teams this season. From BC, TEAM ROBILLARD a men’s team on the rise and in Alberta, TEAM SKRLIK, a ladies team with big dreams and the chops to get there. Team Skrlik achieved AB Provincial championship status in January to secure themselves a spot at the Scotties Tournament of Hearts in Kamloops in February. Both teams were amazing partners to MR MIKES throughout the season and we kept them well fed when they were in a MR MIKES town for competition. Great to see them out there sporting the MR MIKES brand on their game attire, looking good!

## KEEP UP WITH THEM ON INSTAGRAM:

[Team Robillard](#) | [Team Skrlik](#)

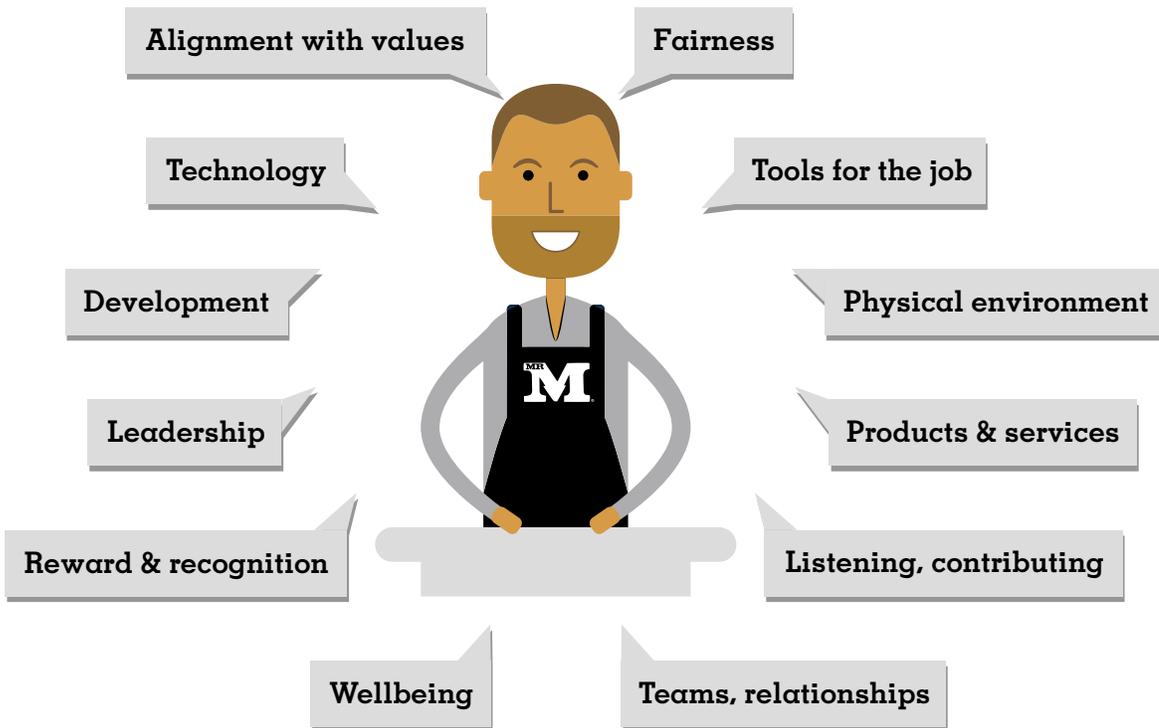
✦ [See the team be recognized on CTV News as the Athlete of the Week.](#)



# PEOPLE + CULTURE

**“IF YOU TAKE CARE OF YOUR EMPLOYEES,  
THEY WILL TAKE CARE OF YOUR CUSTOMERS.”**

So what is Employee Experience anyway?! From recruitment to an employees last day, all touch points throughout the employee lifecycle impact the way an employee feels, and whether they perform at their best and/or decide to stay at our company. Employee experience involves everything from rewards and well-being to technology and training.



In 2022 MR MIKES People & Culture put a focus on Employee Experience, launching a series of Employee Engagement surveys in spring to assess how team members were feeling across the brand. With a response rate of about 50% across the system, we were able to gather some great data to identify areas of excellence and areas we can improve.





# OUR WINS

## 1. OUR CULTURE ALIGNS WITH OUR CORPORATE VALUES AND BRAND!

Our team members selected *Great Place to Work*, *Fun* and *Family* as the top definitions of our culture (out of 46 options).

## 2. WE ROCK AT GUEST EXPERIENCE

Team Members identified *Guest Focus* as the strongest drivers of the MR MIKES culture. The two top scoring statements measuring Guest Focus are: Customer Service is important to the MR MIKES brand (97%), Guests are treated well by my restaurant (93%).

## 3. WE HAVE AMBASSADORS!

Our team members are promoters and are very likely to recommend MR MIKES to family and friends! (with an employee net promoter score - ENPS - of 45+).

# OUR FOCUS FOR 2023

**1. UPDATING OUR TRAINING.** Specific areas for growth in our store training include connecting people more effectively to learning that is 'easy and fun' (both online and in-store).

**2. WHAT'S OUR EMPLOYER BRAND?** We've been told our team members want a stronger, more effective connection to the MR MIKES brand and its position within the industry. People want to know why we stand out from our competitors, so we need to show them who's boss ... and where to work! ;)

We know that a strong employee experience (EX) leads directly to a strong customer experience (CX). We look forward to continuing to build on our employee experience in 2023 and beyond!