



BUFFALO WILD WINGS
GRILL & BAR

Buffalo Wild Wings

VOLUME 2, ISSUE 2

FEBRUARY 2012



Window 2 Game Day Specials

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GAME DAY SPECIALS PROGRAMMING & DESCRIPTIONS Runs 2/20/12 to 4/2/12

DRAFT BEER

- **Samuel Adams Boston Lager** (craft): The Sam Adams glass joins the approved glassware list at BWWs. Each restaurant will receive 24 Sam Adams glasses and all Sam Adams products will be served in this glass going forward.

Description: Deep amber color. Full-flavored and robust with malty sweetness and hop spiciness.

- **Guinness** (import): Diageo reps will be visiting as many BWWs as possible to purchase a Guinness or 2 (and hopefully some food for good measure). Their visits will be announced and will evaluate your Bartender's ability to pour a GLGTG. Restaurants that serve a GLGTG will receive a PERFECT PINT CERTIFICATION. Guinness drinkers are very loyal to bars that serve it properly. Arm your

Team Member with the educational cards and buttons, and show your Guests that we serve it better than the best Irish bars.

Description: Ruby black color. Smooth, creamy, sweet and slightly hoppy with a dry finish.

- **Miller Lite** (domestic): MillerCoors is providing bar table clings and bracket banners to help support the basketball message in our restaurants. Work with your MC distributor to obtain the blank bracket banner prior to the tournament and the team/seeded bracket banner after Selection Sunday (3/11).

Description: Pale gold color. Light sweet malt and a crisp finish for a great pilsner taste.

FEATURED DRINK

- **J & G (Jameson & Ginger Ale):** For the first time ever, our featured drink will be discounted. Recommend this Game Day Special to our non-beer drinkers.

Description: Jameson® Irish Whiskey - smooth with spicy, nutty and vanilla taste - with ginger ale.



GLGTG
GREAT LOOKING GREAT TASTING GUINNESS®

Please Serve Responsibly.

©2012 DIAGEO - Guinness USA, Norwalk, CT.

GAME DAY SPECIALS GUIDELINES -

- Restaurants must feature on draft Miller Lite TALLS, Samuel Adams Boston Lager in the 22oz. Sam Adams glass ONLY, and Guinness in the 20oz. Guinness tulip glass ONLY.
- No other competing Domestic, Craft or Import can be featured during the entire length of the Guest Experience Window.



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New Miller Incentive For Servers

We are proud to roll out a new Miller incentive program for our service team. We will be giving the top seller of Miller Lite tall from each location a Sony 42in TV with all the bells and whistles. The promo is running in conjunction with the window 2 Game Day Specials 2/20/12 to 4/2/12.



The formula we will be using will be taking all your Miller Lite tall sold during the promo period and dividing it into your guest count during the promo period. It will be the server with the highest Miller tall to Guest ratio will win a beautiful TV!



WINGS. BEER. SPORTS.™

Happy Birthday

We would like to wish a special Happy Birthday to Dan Wood from the Monmouth Team. He was overlooked in the January news letter and we would never want to overlook anyone of our valuable employees.

Please join us in wishing a happy birthday to the following February birthday boys and girls. David Palacios, Lauren Harber, Nicole Fersini, Enza Alioto, Kevin Lopez, Yulma Palacios, Erick Chumbiauca, Gert Stepan, Lawrence Ashe and Joseph Campanaro.

HR Corner

Dear AMPAL Restaurant Group Personnel,



AMPAL Restaurant Group is pleased to announce a **new employee benefit**. All employees now have exclusive access to the Working Advantage discount network which allows you to save up 60% on ticketed events and online shopping. Through Working Advantage you can save on:

Movie Tickets
Theme Parks
Ski Tickets
Broadway Shows
Sporting Events
Hotels and Travel
Health and Fitness
Museums and City Passes
Merchant Gift Certificates
Online Shopping
...and much more!

To subscribe, you may access the Working Advantage website by opening the custom flyer attached, or by clicking here: www.workingadvantage.com.

When opening an individual account you will need the

AMPAL Restaurant Group ID #155756312

Working Advantage offers 24-hour online shopping and customer support Monday through Friday from 8:00 AM to 6:30 PM Eastern time. If you have specific questions regarding the site, please contact Working Advantage at 800-565-3712.

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- **Employee meeting “Team Huddle” in March:** Monmouth: 2/27/2012 Watchung: 3/10/2012
 - **Pay Stub:** Please verify all personal information on your pay stub. If you notice something incorrect or have to make changes please contact your GM.
 - **Benefits:** Everybody that signed up for benefits should have received the cards. If not please contact your GM.
 - **W2:** Everybody should have received their W2. If not please contact your GM.

Driving Conditions

The weather can be unpredictable and can create extremely hazardous conditions on the road. These extreme conditions make driving dangerous and require special safety precautions. Your safety and that of our employees is important, so whether driving to and from work or simply on your own time, observe these safety tips when driving becomes difficult.

Rain, Thunderstorms and Tornadoes • Turn your headlights, wipers and defroster on to increase visibility. • Drive in the tracks of the vehicle ahead of you and reduce your speed. • Allow increased space between your vehicle and others and leave extra time to stop. • If you begin to hydroplane, hold the steering wheel straight and remove your foot from the gas pedal. • If you are caught in a thunderstorm, pull off the road in an open area and away from trees (to avoid a lightning strike). • If you are driving in a tornado, get out of your vehicle and find shelter. If there is not a building nearby, lie in a ditch and place your arms over your head.

Winter Weather • Always remove ice and snow from your windows, hood and headlights before departing. • Drive with extreme caution and at slow speeds. You will need three to 12 times the amount of stopping distance than you need without precipitation. • If possible, avoid bridges and overpasses, since they freeze first. • Do not brake quickly, as you may spin out of control. • If you should get stuck, straighten your wheels and accelerate at a slow pace.

Fog • Slow down before you reach a patch of fog in front of you. • Use only your low beams or fog lights and put on your defroster and windshield wipers to increase visibility. • If the fog is extremely thick, roll down all of your windows to hear other vehicles around you. • If you cannot see the road's edge, pull off on the right and put on your emergency flashers. Do not start driving again until you can see. The weather can create hazardous conditions on the road. Observe these safe driving tips when driving in severe weather.

Employee Of The Month



Monmouth's EOM for January is Marc Brudner. He has been a valuable employee with us for a year now. Marc takes great strides towards being the best renegade server we have. He is the king of UPSELLING! He can sell you anything and provides great service with a smile.



Watchung's January eom is Charnelle bailey. Charnelle has been with us from the start and has been a consistent role model for our staff. She recently became a bartender, where she continues to wow our guests on a daily basis.