

BDubs News



AMPAL GROUP



Every Day is a Game Day at BDubs

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The Window 03 Game Day Specials will be Coors Light, Dos Equis, Leinenkugel's Summer Shandy, as well as our Game Day Drink Special: the Original Margarita. To support Team Member knowledge of these specials You will receive Server/Bartender cards that provide a description of Leinenkugel's Summer Shandy. Ideas for discussing our margaritas with Guests are listed in the Game Day Specials portion of the Team Member Communication section of this guide.

Window 03 starts on April 16 and runs to June 17th.

The Original Margarita Game

Day Special will be discounted during Window 03. You will also be provided with drink menu inserts for the Primo and Wild Berry Margaritas; however, these margaritas will simply be featured, not discounted. Regarding our margaritas, we are eliminating the Finest Call Margarita Mix. We are replacing this with Finest Call Lime Sour Mix. Each restaurant (Company and Franchise) will be auto-shipped one case of the new Finest Call Lime Sour Mix, free of

charge. This also means that margarita recipes are changing. Please see the execution guide for all updated recipes



all of us was our CEO Sally Smith has her eyes set on having 3,000 stores by 2020!! That is a huge undertaking. AMPAL Group plans on contributing this year with Rockaway NJ opening in the fall. We also plan on opening a store a year for the next 4 years.

Did you know that BWW as a whole contributed 6.1 Billion Dollars into 2011 US economy through Jobs and purchases through vendors? As a company we also donated over 1 million dollars through our eat wings raise funds program. We also sold 20.6 million dollars in gift cards

last year, 82 million gallons of beer and 1.6 million gallons of wing sauce! On super Bowl the company sold over 7.7 million wings! But that's all 2011, as we look ahead we have ambitious goals. The 2012 advertising budget is growing to 66 million dollars! The biggest goal set for





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From April 16 through June 17, Guests will have the opportunity to play the Sports Illustrated Trivia Challenge presented by Coors Light. Each day, a new trivia question will be generated and the answer revealed on our Buzztime screens two times per hour. Guests who are 21 or older are eligible to text their answers and dates of birth to the number provided on the screen for a chance to win exclusive prizes (the text-to-win element of the game excludes California by law). Prizes will be awarded daily, so each day at Buffalo Wild Wings is a new chance to try to win.

(Note that even though daily winners will be chosen, the prize is not instant, as MillerCoors needs to age-verify for legal reasons.)

The daily prize will be a framed Sports Illustrated magazine cover poster, and the grand prize sweeps will be \$5,000 for the winner to customize the sports experience of their choice. Everyone who enters, including the daily prize winners, will be eligible to win the grand prize sweeps.

In addition to the text-to-win promotion, we are excited to launch our partnership with

Sports Illustrated, starting in Window 03. A new 30 minute trivia game featuring Sports Illustrated content, exclusive to Buffalo Wild Wings, will run on Buzztime every day during varying day parts. The access to sports content provided by Sports Illustrated will bring additional exclusive opportunities throughout the remaining windows. Note that this component is not related to the text-to-win trivia challenge.

Welcome Baby Buffalito!

Congrats to Leo (Watchung Team Member) who is now a proud father of twin boys! Marcos (3lbs, 2oz) and Leonardo (2lbs, 6oz) were born on March 3rd 2012 at 4:40pm

B Dubs gets and APP

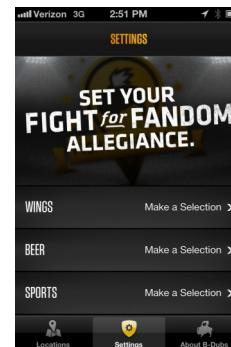
BWW launched its mobile app on March 1st 2012. This app can be downloaded for free with most smart phones.

Know that the Fight for Fandom portion of the app is designed to encourage Guest engagement and friendly competition (additional features include the ability to find a location and view our menu)

- If possible, mention the app to our Guests
- Download self on your ktpplace)



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The Window 03 menu panel is all about customizing burgers and fries by helping showcase our awesome sauces and seasonings! It's pretty simple, really. Encourage your Guests to try different cheeses, sauces, and seasonings and build their own, unique burger and fry creation! The full concept of customizing burgers will officially launch when the new July menu rolls out.

One important note; we

will not be charging extra for sauces and seasonings, as this is already included as a part of our standard, everyday menu. Go ahead. Open up your menu and take a look! See the part where it says that a Guest has their choice of sauce? That means the sauce and seasoning comes with burger, fries, and chips free of charge - sandwiches, too!

We know that many of

you may be concerned about cost when it comes to sauces and seasonings. Because of this, our Finance Team is closely watching this and if we see a significant cost increase, we will consider adjusting the prices with the July menu.



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.

Employee of the Month

A Special thank you to all of our employees of the month during the first quarter of 2012.

Monmouth's EOM are: **January was Sinead Friel.** Sinead is a hard working CGR who is always ready to work and help where ever needed. She continuously provides great service with a smile on her face. Sinead started in September since her first day we have valued her motivation and team spirit in helping others!! **February was Angela Hernandez.** Angela has done an outstanding job and is one of the hardest working members of our team. She has assisted greatly in us getting control of our portions and labeling and truly deserves this award. No matter what the assignment she gives you 100% **March was Rosa Lopez** has been with us just about 3 months. She is one of the hardest working employees in our restaurant and is always smiling and looking for ways to help. She is always willing to work and never refuses when asked to do extra.

Watchung's EOM are: **January was 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. **February was Mitch Boyd.** Mitch has been a model employee since joining our team in November. Whether it's running food, bar backing, or working expo, Mitch keeps himself motivated and constantly helps everyone around him. He is now learning to work on the line, and continues to impress. **March EOM was Niurca Lizardo.** Niurca joined our team in December and has done a fantastic job as a host, greeting every guest with a sincere smile and bubbly personality. Her always positive attitude tends to rub off on everyone she comes across. Niurca is going to begin training as a cashier, and will continue to WOW our guests at every opportunity.



Window 3 Secret Shop

During Window 03, each restaurant will be shopped at least twice between April 16 and June 17. To pass the beer mystery shop, the Server/Bartender must:

1. Mention the term "Game Day Specials" **AND**
2. All three of the Game Days Special brands by name (i.e., Coors Light, Dos Equis, and Leinenkugel's Summer Shandy)

If the Server/Bartender passes the beer mystery shop, the shopper will provide him/her with an IOU card redeemable for a Target gift card (mystery amount between \$25 and \$1,000). The gift card amount and redemption instructions will be included on

the card. Additionally, your restaurant will receive a Dos Equis branded congratulatory certificate to display. Certificates will not be received during the mystery shop but shipped to your restaurant at a later date.

Regardless of the result of the beer mystery shop, the shopper will let the Server/Bartender know if he/she passed or failed the shop, and then the shopper will request to see a Manager to verify the shop occurred and review the results. For more details on the beer mys-

tery shop, please review the Team Member Communication section of the Execution guide and the Beer Mystery Shop Materials.

