



WE'VE BROKEN GROUND IN PARSIPPANY!

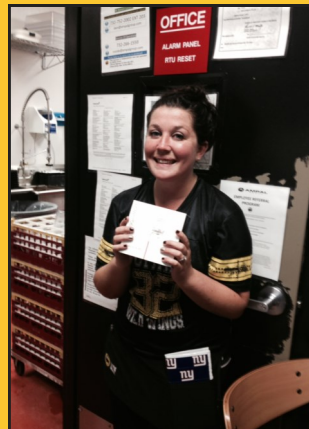


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SEPTEMBER SERVER CONTEST WINNERS

Congrats to **Mitch Boyd (Watchung)**, **Jessica Rourke (Monmouth)** and **Courtney Peck (Rockaway)** for being their store's top-selling server for Miller Lite in the Month of September and taking home a pair of Beats Headphones!



AMPAL Group has officially begun construction on our fourth Buffalo Wild Wings location. The brand new Parsippany, NJ location will be our second store in Morris County, this one nestled on Route 46 West. We will look to open to the public in December of this year.

Unlike our Rockaway location, which was a complete knockdown of the previous building, we will be using the remains of the Chili's Bar & Grill (seen above) that formerly occupied the address. This location will feature 40+ HDTVs and Projectors, including several 80" & 90" screens all broadcasting in beautiful 1080p. Parsippany will be looking to invite new guests from areas in Northeastern NJ that have yet to have BWW close enough for them to enjoy. Several of our current WCTs may be granted the opportunity to help support our new team members during the opening weeks. If you are interested, please reach out to your management team!

ON THE RISE

We wanted to put the spotlight on a few of the rising stars in our system. Those pictured have recently been promoted into Shift Leader roles in our restaurants. Their management teams will count on them for support in running their stores, and will work hard to develop the Shift Leaders, hopefully building them into full-time, salaried managers. Think you have what it takes to join them in the ranks? Reach out to your General Manager today!



AMY COATES
MONMOUTH



KRISTIN JOHNSON
WATCHUNG



RICARDO AMANCHA
WATCHUNG



BRITTANY WESTERKAMP
ROCKAWAY



KIERSTEN DEGRAFF
ROCKAWAY

NEWEST ADDITIONS TO THE B-DUBS FAMILY



Please join us in congratulating our Director of Operations, **Robert Corde** and his family on welcoming the newest addition to their family! Robert and wife Danielle gave birth to Anthony George Corde on Monday, August 12th. Anthony joins big sisters Gabriella, who is 4 years old, and Sophia, who will turn 2 this November.

Please join us in congratulating **Christina Brown** (Monmouth) and her baby boy, James Joseph Brown-Caffyn born on September 9th at 12:57 am, 6 lbs, 5 oz.



SEPTEMBER BARTENDER CONTEST WINNERS

Congratulations to **Jess Erbentraut (Rockaway)**, **Justus Philbert (Watchung)** and **Stacey Savittieri (Monmouth)** for being selling the most Bud Light in their respective stores! Each one of them walked away with a \$100 Gift Card! Way to go everyone!





PICATINNY ARSENAL MILITARY BASE

LOCAL STORE MARKETING REPORT



On July 11th, Rockaway BWW set up shop at the Picatinny Arsenal Community Day on the Picatinny Arsenal Military Base.

Several of our team members helped out shaking wings and opening the eyes of hundreds of people that had never been to a Bdubs. We sold over \$1500 in wings and sauce bottles on the day, and even held a 5 person Blazin' Challenge, which drew a huge crowd of people cheering and taking pictures of those brave enough to try our hottest sauce.

Overall, everyone had a great time and we got to show everyone how fun BWW can be!

On Aug 25th, the Watchung Police & Fire Departments squared off for the second straight year in our BWW Guns N Hoses Challenge! In last year's inaugural battle, the Fire Department took home the trophy, winning the relay-style race, in which each competitor ate a plate of hot wings before the next person on their team could begin.

This year, the Watchung Police fought hard to earn the title, but at the end of the race, the Firemen were the ones left standing once again. Everyone involved had a great time.

In August, Monmouth BWW participated in Monmouth Malls vendor day at the race track. We promoted our new menu roll out, the Superbowl contest, and Catering menu. We also had a sample station and sold sauce bottles, which you can see in these pictures. People loved the sauces and we were the most popular table there!

DID YOU KNOW ?

You can see video of this great event at:
<http://www.youtube.com/watch?v=6qhBiAkXom4>

- ◆ You may hear some of our long-time fans refer to us as "BW-3". Our original name was Buffalo Wild Wings & Weck. Weck is a hard roll covered crusted with caraway seeds and salt. After our first few restaurants, we found out most people didn't know what a weck is, so we dropped it from our name.
- ◆ Our 1st restaurant only had 1 TV. Hard to believe that when you walk into any of our locations now! That TV was always stationed to MTV. At that time, MTV actually played music!
- ◆ BWW sells more Draft Beer than any other restaurant concept in the world! No wonder we take beer so seriously! We clean our lines every 2 weeks, check our systems and taste our beer twice a day to make sure we keep that fact true!

EMPLOYEES OF THE MONTH



MONMOUTH JUNE:

Jenn Russoniello has been with us just about one year and is a definite favorite with her fellow team members. Jenn is a hard worker and a true team player, she brings a lot to the team and we are always glad to have her on our shift...especially when she brings in her famous homemade cookies!



ROCKAWAY JUNE:

Nicole Tellini has been with us since Day 1 here at Rockaway, as a server, and is always on top of her game. Nicole is a great team player, helping other team members during those pops and still manages to WOW all of her guests.



WATCHUNG JUNE:

Maleekah Johnson is a key ingredient to our friendly hospitality. She is always opening the door for our guests and greets them with a smile and an enthusiastic hello. She always stands out on our mystery shops and receives compliments from the guests and staff. She is a team player.



MONMOUTH JULY:

Jesus Contreras is our HOH Stud! Jesus has been with us just over a year and runs the kitchen flawlessly. He is a huge asset to our team, and his dedication and WCT training skills are noticed on every shift he works.



WATCHUNG JULY:

Aisha Muhammad speaks volumes through her actions. She goes above and beyond with her hospitality. Aisha takes initiative to make the guests feel at home and we look forward to seeing her "mad skills" shine on the field!



ROCKAWAY JULY:

Katie Ryan is a valuable employee that can do everything here. She started day 1 as a CGR. Now as a server guests pull the management team aside every shift to rave about her service. Also in her spare time she expedites, and food-runs with the best of them.



WATCHUNG AUGUST:

Tiara Jordan-Baxter has been with us since April of last year. She started off as a cashier, and with her incredible work ethic and perseverance, she has worked her way up to being one of our best servers. We can't wait to see what the future will hold for this superstar!



MONMOUTH AUGUST:

Ricky Martinez has been a key part of our HOH team for the past year and a half. His bright smile and personality, along with hard work and dedication to BWW make him a great HOH leader and our newest WCT.



ROCKAWAY AUGUST:

Josue Rosales is the master of all stations, helping the team get those tickets out of the Red. Josue has been with team Rockaway from the beginning and has been great for motivating his team during those long shifts. A quiet one, but a solid one for our team. Sense of Urgency is his motto at all times, keeping our HOH on point.