



A Diversified Company that Consists of Retail, Restaurants, and Real Estate.

VALUES: Grow Together. Above and Beyond Service. Long Term Relationships. Community Involvement.

2014 QUARTER 3

WOODBIDGE, NJ WELCOMES B-DUBS



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OUR VERY FIRST BLAZE PIZZA OPENED

We opened up in the Westfield-Montgomery Mall in Bethesda, Maryland on Aug. 21!

WE **BROKE** THE BLAZE PIZZA RECORD FOR THE MOST FREE PIZZAS!

We had a free pizza day on Aug. 22, in which we gave away 1,644 eleven inch pizzas! It goes without saying that we were **very excited** to hold a media luncheon, open our first Blaze Pizza location, and break the free pizza day record all within the first week!

Thanks for welcoming us with open arms (and stomachs!), Maryland! We cannot wait to serve this wonderful community.



We opened our brand new Buffalo Wild Wings in Woodbridge, NJ on Sept. 7! This restaurant has been in the **top 10** BWW franchise stores in the U.S. since we opened!

We had a very exciting line of BWW fans waiting for us to open our doors so they could receive their free wings for a year to the first lucky 125 guests in line. The 1st group to show up started the line at 4 pm the evening before! The first 100 guests were in line around 8pm the night before.

By the time we opened the doors, we had over 300 guests in line.

We played games such as cornhole, washers, longest football throw, hockey, "guess that sauce," and even engaged in a Blazin' Challenge. Additionally, we even fed everyone breakfast.

AMPAL Group was very excited to bring the very first "stadia" design to BWW Woodbridge! Our new location has an outdoor patio, garage doors to create an indoor-outdoor bar area in addition to the patio, and a horse-shoe shaped bar with 40 beers on tap.

HEROES BACKYARD BBQ



There was **NO BETTER WAY** to spend our Fourth of July weekend then by celebrating our heroes at a big Backyard BBQ. Taylor Manthey and Jordan McMeen went to Monmouth Race Track for the two-day event; there they had a table set up where they provided guests with condiments like BWW ketchup, mustard, and multiple mouth-watering sauces. Bottles of our Mild, Honey BBQ, Asian Zing, Jammin' Jalapeno, Parmesan Garlic, and Wild were piled on wings, burgers, and more! Guests were excited for an opportunity to try something they hadn't before.

Our table was scattered with goodies to give away and featured a "Guess How Many" jar, full of Skittles. The closest guess was contacted and received a \$10 gift card!

We also held a *very intense Blazin' Challenge* on Friday, with six very excited contestants. The challenge was set up in the middle of the grand entrance, front and center. We had the red Blazin' light and siren going and a very pumped announcer keeping everyone cheering! It was neck and neck competition between 3 contestants, however it came down to only one. The winner, Will, was totally excited about his defeat against our Blazin' wings and definitely about the \$75 B-Dub gift card he received! Considering the perfect weather we were given on Saturday, our second Blazin' Challenge took place outside, on the picnic tables, with 6 more lucky contestants. The radio station, 107.1 FM, was giving a play by play on the microphone to entire crowd and the competition was fierce. People gathered around the tables to cheer on and encourage contestants; everyone that finished within the 6 minute mark, received a 3 bottle sauce pack and Blazin' Challenge T-shirt.

PARSIPPANY BDUBS RELAYS FOR LIFE

ParsIPPany BWW's Relay for Life team, the **"B-DUB BLAZERS"**, attended the Relay for Life at Smith Field on May 31. We sold food and drinks, and then donated the money we made from selling these items back to the Relay for Life, in addition to the money our team, B-Dub Blazers, raised for the cause. We participated in the Relay for Life, by taking turns walking around the field with the other Relay teams.



PICATINNY ARESANAL COMMUNITY DAY

"We had a very eventful day! We had a line for a solid hour or two right off the bat!

Other than selling wings and beverages, we handed out coupons and candy. We had a relay Blazin' Challenge that was a hit. Everyone that was at the event was gathered around cheering the brave men and women on.

We learned a lot from the event for next year. We'll bring more wings next year to accommodate all our BWW fans. Matt D set me up with a great team for today's event. The combination of Rob, my partner Taylor, Manager Mike, and the six amazing hourly employees I had for help truly made the event not only a success, but also so much fun. Like I said, we learned a lot for next year, but all in all it was a great event and I was honored to be involved in an event for our service men and women."



JORDAN M'S REFLECTION

(**BRAND AMBASSADOR**)



GOOD DEED GETS PRESS ATTENTION

July 14, 2014.

Courtney Tofanelli, a Parsippany BWW manager, was scrolling through her Facebook page when a story caught her eye. She read a story that had taken place in her town that weekend — It was of Corey Houghtaling, his girlfriend, Jenna Williams, and Corey’s service dog, Atticus.

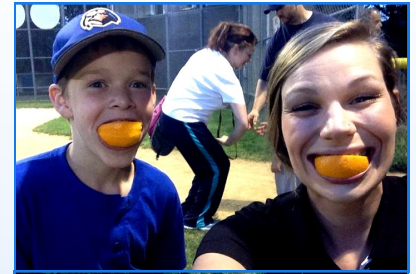
Corey has served 2 tours in Iraq and now requires a service dog to be with him at all times. After Corey and his girlfriend were **denied service** at a local restaurant because of his service dog, his story went viral on Facebook.

Courtney invited Corey, Jenna, and Atticus to our Parsippany BWW for a complimentary meal. This story caught the attention of **VARIOUS MEDIA OUTLETS:**

Parsippany Patch, My Fox NY, My 29 WFTC, myfoxmemphis.com, myfoxatlanta.com, worldnow.com, and many more!

We take pride in giving back to our community, making our customers feel welcome, and inviting everyone to join us in our fun and loving home we call **Buffalo Wild Wings**.

IRONBIRDS LITTLE LEAGUE



We took Gatorade, Apple juice and orange slices to 80 Acres Fields to help refuel our **Little League Ironbirds** at their playoff game. We sat alongside parents as we watched and cheered on our team in their fashionable BWW jersey’s! Not only were they in the playoffs, but they kicked butt and won! We took pictures with the boys & coaches after the game and celebrated with orange slice smiles, team hugs, and of course, some Buffalo Wild Wings. We are so thrilled to add the Ironbirds plaque to our wall of display at our Monmouth BWW!



GENO SMITH PROCAMP!

As a company who strives to support our communities, it was great being able to partner with an organization that raises funds to provide disadvantaged kids an opportunity to attend sports camp free of charge. ProCamps Worldwide delivers experiences through unique sports camps to children all over the country. Therefore, we were more than excited to cater the Geno Smith ProCamp media luncheon at Fanwood High School in Scotch Plains. The media luncheon was like V.I.P treatment; kids and their families were able to ask Geno questions while they chowed down on our delectable wings, wraps, wedges, and more! Our Brand Ambassador, Taylor, was able to ask Geno Smith about his favorite BWW sauce. He replied, “Honey BBQ has always been my favorite.” After the press conference was over, everyone was allowed to get an autograph and their picture taken with Geno before the camp began. We were ecstatic to add Geno’s signature, along with Rex Ryan’s and other Jet’s, to our authentic Jets football helmet on display in our Watchung restaurant! **Nothing** could replace those smiles and we were glad to be a part of it!

B-DUBS BLAZIN' EMPLOYEES OF THE MONTHS

MAY

MONMOUTH



ROSA LOPEZ

For 3 years now Rosa has been dominating the floor as food runner and busser. But Rosa is much more than that. She is the heart of any shift, and the hardest worker you can find.

JUNE



MELISSA WALDRON

Melissa started over a year ago as CGR and worked really hard and quickly became a WCT. No matter what she always makes taking care of the guest her number one priority.

JULY



MIKE CASPER

From day one as CGR, to expo and runner and now server, Mike is always the first one to pitch in and help a fellow team member or manager.

ROCKAWAY



DAN LACOURSE

Dan has been such a vital part of our success since the beginning here in Rockaway. He is a WCT in all HOH stations, and is always who we call on for help when needed.



JOHN REKATSINAS

John has been with us for over 2 years now. Always counted on to do the right thing, John received a perfect Mystery Shopper score of 102 in June!



JOHN CASTIMORE

John is a CGR here with us, he has been with us for over 4 months. He is always eager to work and is outstanding with every guest that walks into our restaurant.

WATCHUNG



ZACH EMBROSKI

Zach, one of our newest servers, has been with us for only a short time. He is bright, intelligent, and a promising addition to the Buffalo Wild Wings, Watchung team.



LUIS QUINDE

In this fast paced, hustle and bustle life that is BWW Watchung, there is one force to reckon with. He has the drive of Adrian Peterson and the work ethic of Popeye.



LAMAR RUSSELL

Lamar is consistently upbeat and is a calming force on the floor during hectic shifts. As a server, Lamar is a true team player.

PARSIPPANY



MELISSA OSTRANDER

Melissa is one of our top WCT's and is one of our top servers. She is 100% reliable and always helps out when needed.



ERICK SALAZAR

Erick always gives a helping hand in the HOH without hesitation. He takes time to learn when he doesn't know and always wants to take on more than just cooking.



PATRICK CLAYTON

Patrick works lunches for us during the week. He is always on time and always helps out where needs. He is our main WCT Server trainer during the afternoon.