



**BUFFALO WILD WINGS**  
GRILL & BAR

# Buffalo Wild Wings

VOLUME 1, ISSUE 2

SEPTEMBER 2011



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## Opening the NASDAQ

We are excited to have for the second year in a row, FIA (Federation of Indian Associations), which is the largest non-profit Indian association in America, will be ringing the opening bell!

This is the first year that Bipin Patel is the President of the organization, and its been a busy time. The festivities began 8/19/11, with a press conference from Jersey City, NJ to watch the lighting ceremony of the

Empire State Building in the colors of India's flag (orange, green, and white) for the first time ever! Then on Sunday 8/21/11, in Manhattan, NY was be the largest India Day parade in the history of the FIA, celebrating India's Independence Day. The programming was broadcasted live on Asian television networks, and on the internet. The culmination of the celebration took place in Times Square at the NASDAQ studios for the ringing of the opening bell.



## Special Thanks

Thank you to everyone who worked hard to get Watchung back up and running and for all those who weather the storm and kept us open in both locations during the height of the storm.



## Did You Know?

Wings. Beer. Sports. The company that has turned that simple concept into one of the top 10 fastest-growing restaurant chains in the U.S., has a hunch that those three words will resonate with Canadians as well. This past spring BWW open its first international location in southern Ontario and has plans to open 30 more in the Ontario area.



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## On The Move x2

We are very pleased to announce we had two in house promotions. **Matthew Delfino** is now the **General Manager of Watchung** 08/15/2011. Matt's journey in the restaurant business started out as a server while attending college in New Jersey. He holds a degree in Hotel and Restaurant Management. Before joining AMPAL Group in January 2011, he was working as an Assistant General Manager for the Lone Star Steakhouse. Over the past couple of months, many of you have already worked with Matt and know his excellent ability to motivate and communicate with the Team. As a General Manager, Matt is responsible for all areas/issues and

concerns at the Watchung restaurant. He will be reporting to Robert Corde. (Operations Manager)

**Lauren Harber** also joined the Watchung team as a Manager starting Monday, 8/22/2011. Lauren started with the AMPAL Group in September 2010 at the Monmouth BWW. While attending College at Rutgers University she was working as a server/bartender. Once we opened Watchung she transferred and became a certified Shift leader. Lauren has taken on many tasks over the last couple of months. Most of you have worked with her and know



what a great team spirit and work style she has brought to the restaurant.

Please join me in welcoming Matt and Lauren into her new roles in Watchung for the AMPAL Group.



## WOW Alerts!

Great Job by both stores and receiving positive feedback through our GEM survey system. Congratulations to Team Watchung for receiving an overall score of a 90% beating out Monmouths

88%. A special thanks to the following for receiving such praise on the survey it generated a WOW alert. From team Watchung we had Denny, Kamisha, Jenelle, Lou, Manny, Ryan, Shonta,

Dave, Janae, Chris, Nick, and Rob S. From Monmouth we had Joy, Tina, Alex, Marc, Samantha, Heather, Catherine, Rachel and Alexis. Thank you for your outstanding hospi-

# Wing Fling II

It was a beautiful Tuesday night at the Jersey Shore August 30<sup>th</sup> 2011, and the Lakewood BlueClaws made it a memorable ending to their 2011 at home. Lakewood (34-30) split a doubleheader with the Hickory Crawdads (39-26) in the final two regular season games of 2011 at FirstEnergy Park. Hickory took game 1 by a score of 4-3, but in game 2 Lakewood bounced back with a walk off 3-2 win in their final game in 2011 in front of the home crowd.



The night was full of special events for fan appreciation night; The main event of the night was Wing Fling II and a huge success where local restaurants were able to



come and offer their best wings to all the sports fans at a low price of 50 cents a wing! The restaurants were judged by fans and Blueclaws officials on many categories for the best wings.

The participating restaurants were Ivy League Restaurant, TGI Fridays, Harpoon Willy's and our very own Monmouth Mall Buffalo Wild Wings of Eatontown.

Buffalo Wild Wings was represented at its best with a STAR crew, Chris Klem and Joe Schaefer were serving and keeping the wings steaming hot all night. Amy Coates, Chris Jarin and Nicole Fersini represented Buffalo Wild Wings at its Blazin best. Chris Jarin was working hard all night standing in the crowd full of fans and getting them to try our wings or buy a bottle of sauce; he was a big fan among the crowd and brought us a lot of business with his remarkable outgoing personality. Chris even stepped up and took orders for the fans waiting in line so there wait time was as minimal as possible. Another huge fan among the crowd was, Amy Coates and Nicole Fersini which handled the sales and letting all the fans know about the promotions and specials that are going on at Buffalo Wild Wings this season and why you have to be here. Amy and Nicole were outstanding with their contagious energy, smiles and welcoming personalities. They kept the whole evening fun and enticing to all the fans. We were never lacking a crowd of huddled fans around our table. The feedback from the fans was all positive and relationships were made among the whole crew and we can expect a lot of repeat business in the weeks to come.

Our wings speak for themselves, by the bottom of the 8<sup>th</sup> inning in the 1<sup>st</sup> game we had sold out of 1000's of our wings; we offered Mild, Hot, Honey BBQ, Parmesan Garlic, Asian Zing and Mango Habanero. We called for reinforcements for the 2<sup>nd</sup> game and restocked our wings and were back in business. Thank you, Dyron! While lines formed down the hall waiting for the wings to be ready, Chris Klem and Joe hustled and got us back on track immediately. We sold out of those wings by the bottom of the 3<sup>rd</sup> inning in the 2<sup>nd</sup> game; we definitely could have gone all night selling wings. Fans favorites were Honey BBQ and Parmesan Garlic, we even had repeat customers that could not get enough. Apparently we were a favorite amongst the judges too because Buffalo Wild Wings won the hottest sauce category for our Mango Habanero



habanero sauce!



All in all this was a fantastic night of Sports, Beer and Wings, Which is what Buffalo Wild Wings is all about. Thanks to Blueclaws and the whole Eatontown Buffalo Wild Wings crew for making this event one to remember and building lasting relationships with the fans that can't wait to come back and visit.

# How Deal with Robbery

In the event the restaurant is robbed, the following must be done:

**Cooperate** with the demands of an armed robber. Any person committing an armed robbery is under great tension and may be under the influence of alcohol or narcotics. No team member should say or do anything that will increase this tension. Assume the robber has a weapon, even if nothing displayed.

**DO NOT TRY TO BE A HERO! GIVE** up cash or any other items that the robber demands. There should be no resistance or attempt to deceive the robber concerning the amount or location of what is asked for during the robbery. At the same time, do not volunteer information.

**ALL** witnesses should observe the physical characteristics and clothing of the robber (s).

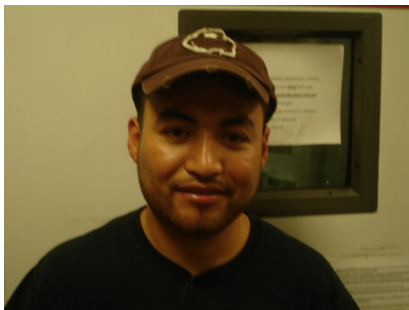
**IMMEDIATELY** after the robber has departed, dial 911 to alert the local police. Each witness must complete an incident.

# Happy Birthday

Join me in saying Happy Birthday to Marcelino Jimenez, Alfredo Reneau, Philip Corde, Hillary Volkert, James Taylor, Jorge Saucedo, Sean Finley, Chris Higginbotham, Nadira Foster-Williams, Audrey Augustave and Jillian Parker as they celebrate their birthday in September.



# Employee Of The Month



Proud To Announce Monmouth's August EOM is Gerson Murillo! HE has done an exceptional job in all areas of the HOH.



We are also Proud to announce Watchung's August EOM is Ryan Greenidge! He is the most



consistent, driven, hospitable FOH employee they had last month!