

WILD WING

NEWS FOR THE BUFFALO WILD WINGS® COMMUNITY



**BUFFALO
WILD
WINGS**
WINGS. BEER. SPORTS.™

2013 QUARTER 1



HAPPY ANNIVERSARY!!

March 8th marks the 3rd anniversary for our Monmouth location, and the 2nd anniversary for our Watchung location! We've seen some faces come and go, but some have been here since day 1! A special congratulations to the following "lifers", as well as those celebrating their 1 or 2 year anniversaries in Q1!

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TEAM MONMOUTH

3 Years!	2 Years!	1 Year!
Gerson Murillo		Lyndsey Schork
Marcelino Jimenez	Rachel Gentry	
Ever Jimenez		Rosa Lopez
Amy Marie Coates	Christina Brown	
Carly Pavelchak	Robert Corde (Now Director of Ops)	Taylor Manthey
Dan Wood		Ryan Mirrione
Rob Hay		
Enza Alioto		
Brittany Werner		
Edgar Ayavaca		

TEAM WATCHUNG

2 Years!	1 Year!
Manuel Couto	Luis Quinde
Travis Morgan	Roxanne Tourkay
Pedro Moncada	Gert Stepan
Nikkisha Audain	Kevin Dalesandro
Charnelle Bailey	
Allyce Wynn	
Fernando Miranda	Joe Campanaro*
Ricardo Amancha	Stephanie Cabrera**
Leonardo Olivares	Matt Delfino**



More HS Basketball & B-Dubs!!



On Jan 11, BWW of Watchung joined forces with the Westfield Boys' High School Basketball Team to raise funds for their team, as well as have a little fun! Managers Lauren and Hannah, with the help of Team Members Glenn and Rosa, ran through the bleachers, taking donations and signing people up to try to make a shot from half-court for a \$50 BWW Gift Card! Both contestants chosen actually made their shots! In the end, everyone involved had a great time, and we managed to raise \$50 for the Westfield HS Boys' Basketball Team!

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Ales vs Lagers - The Ultimate Showdown

Ale
vs
Lager

Many people think "a beer is just a beer." While true beer connoisseurs can tell you with just one taste. The main difference between ales and lagers is the type of yeast used in the brewing process, which in turn dictates what ingredients and techniques can be used. Ales are known as the oldest beers in the world, and have been around for thousands of years. On the

other hand, lagers have only been around since the mid-19th century. While ales have the edge in age, reports show lagers accounting for as much as 90% of all beers consumed around the world! The US has helped this number, with the strong popularity of brands like Miller, Coors & Budweiser.

Ale

Thousands of years old

Fermented warm

Top fermentation

Yeast – *Saccharomyces cerevisiae*

Quick brew cycle – as little as 7 days

Usually brewed between 59 – 77 degrees F

Strong, assertive, and more robust in taste

Served not too cool, usually 50-55 degrees F, 10-14 degrees C, sometimes called "cellar temperature".

Lager

Relatively new

Fermented cold

Bottom fermentation

Yeast – *Saccharomyces Uvarum*

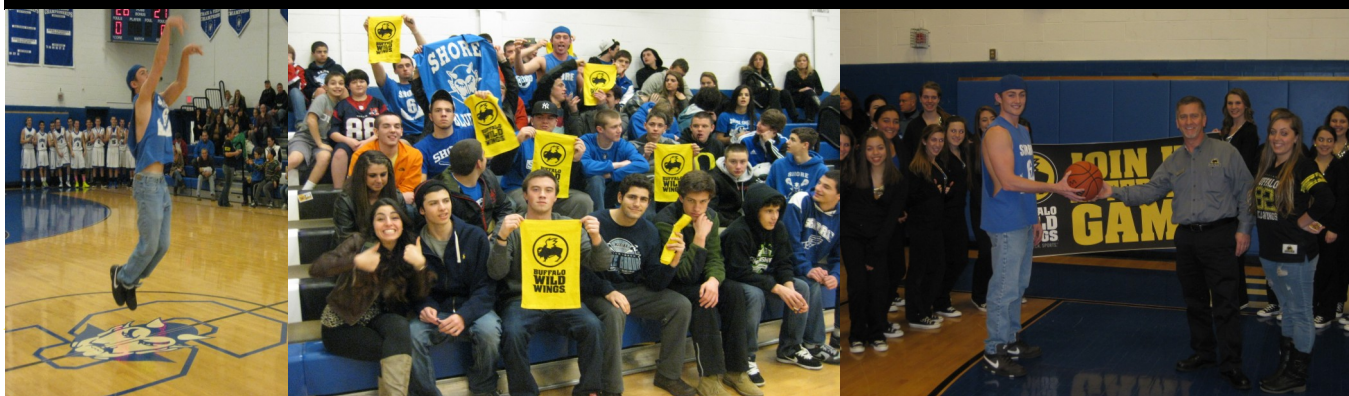
Longer brew cycle – up to several months

Usually brewed between 40 and 55 degrees F

Smoother, crisper, and more subtle in taste and aroma

Served cold, usually 40-45 degrees F, 4-7 degrees C.

High School Basketball & B-Dub's!!



On Friday February 22, Buffalo Wild Wings of Eatontown teamed up with Nick Ciambrone, Athletic Director of Shore Regional High School, for a Half Court Shot Contest. It was Senior Night for the Shore Regional Boys Basketball team, and the stands were full of teammates and proud parents of the Senior Boys. Mr. Ciambrone ran a raffle in school to select 3 contestants. At half time the 3 students each had a shot to shoot from half court for a \$100 BWW gift card. Tom took time at half time to thank Shore Regional and their opponents, Brick High School, for having us come there. We had a few servers (Lea, Jeff, and Christina are pictured) throw

bright yellow BWW rally towels with coupons attached to them into the crowd to get them hyped up. The fans were really into the contest, as the first guy stepped up to the challenge. Unfortunately, he did not make the shot, and neither did the second contestant. However, the third participant, Dennis O'Hallaran a senior at Shore Regional (pictured in light blue t shirt), shocked all of us as well as the crowd as his shot swished right in! It was very exciting, and we left on a high note, encouraging fans to "join us after the game", as the large sign we displayed throughout the game said.

AMPAL Group Wins Big at National Conference



From March 4th—March 6th, BWW held their annual Business Conference at the Rosen Shingle Creek Resort in Orlando, Florida. On the night of the 6th,

during the awards ceremony, Amit Patel, Rob Corde & Matt Delfino were on hand to accept the OPEN STRONG Award on behalf of Rockaway, given annually to the store with the highest 1st week of sales. Rockaway's opening-week sales of \$174,505 broke the BWW record for highest opening-week sales by a franchise store!

This is the second time AMPAL has won this honor, as Eatontown won the award back for 2010, with sales of \$151,974—still good for 10th best franchise opening week of all time!

Amit Patel and the rest of the New York Co-Op Group also celebrated the award of Marketer of the Year - Franchise. Both our Watchung and Eatontown locations took home awards as members of the Gold Sales Club, for net sales upwards of \$4 million dollars in 2012! Great job to all 3 stores for their hard work!

BWW Franchise Highest Opening Week

1. Rockaway \$174,505
2. Brea \$174,432
3. Anchorage, AK \$172,547
4. Brick, NJ \$164,753
5. Arundel Mills, MD \$158,555
6. El Paso, TX \$156,290
7. Bridgewater, NJ \$154,986
8. Waterbury, CT \$153,553
9. Ft. Smith \$153,209
10. Eatontown, NJ \$151,974



EMPLOYEES OF THE MONTH

Monmouth's Employee of the Month Winners Are:

Cathie Seda. Cathie has been with us for almost 2 years. In that time she has worked as CGR, server, bartender, and most recently as our new shift leader. She has a great attitude at work and brings in many regulars that come to visit her at the bar. Cathie is a WCT, always looking to learn more and willing to help out whenever needed in any area.

Tiffany Mickey has been with us since August 2012. She has been the foundation of the CGR team since being hired. Without hesitation she always lends a hand to others and the store. Tiffany is very personable with the guests and knows all the regulars who come in.

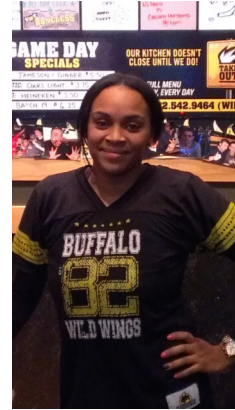
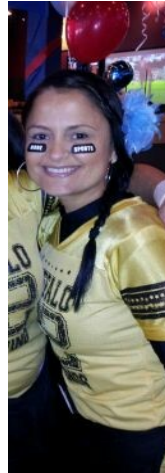
Ever Jimenez is our employee of the month for March. In the last few months Ever has really stepped up and shown great leadership skills in the HOH. He is always willing to help out managers and his fellow team members. Ever is very knowledgeable, and a big asset to our team.

Rockaway's Employee of the Month Winners Are:

Jorge Riera is an extremely hard worker who never stops moving, and is always willing to help out in any way possible. He brings maintenance issues to our attention, and usually can fix them himself. He takes pride in his work and always has a smile on his face!

Diana Flores has been a rock for us at the front door, both on Cashier and Greeter. She stays positive, and always makes certain the guest is taken care of. She has no problem coming in on short notice to help out, and has been able to handle everything thrown at her.

Danny LaCourse has always been an employee that works hard and cares about his job. Whenever you need someone to stay late, it is never a problem. When he is on expo and the line needs a push, he is the first to hop back there and help. Danny has improved in every aspect of his job. His food safety, recipe adherence and overall ownership of the kitchen has been excellent.



Watchung's Employee of the Month

Kristin Johnson has had a positive attitude from the moment she walked through our doors in May 2012. She was quickly promoted from a server to bartender in 6 short months after showing hard work, dedication and team work. Her next goal is to become a shift leader and we will be right beside her, cheering her on.

Jose Torres has been with us for about 6 months and has never been shy about owning his shake/chip station. He is a team player and never says no to helping others. He closes at least four times a week and his dedication and hard work never falters. If you ask Jose for any item, it is always fresh, hot and plated perfectly. He is an ambassador in the kitchen and we would like to see him grow with us.

Mitch Boyd is a jack of all trades when it comes to B'Dubs! He moves from cooking to food running, from expo to side work master. Mitch is never without something to do to help out his team members. He is constantly asking questions to better improve his learning and will hopefully continue with us and grow with us.

