

Hussell

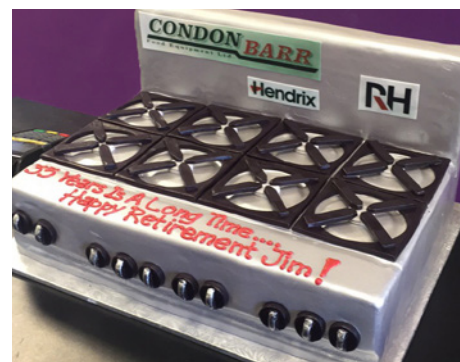
VOLUME 7



This year Russell Hendrix won Large Volume Dealer of the Year.

IN THIS ISSUE

Restaurants Canada Trade Show	2
Volunteer Work	3-5
New Builds	6-7
ESI - Large Volume Dealer of the Year	8
RH Events	9-10
NPS Customer Reviews	11
Exclusive & Distributor Brands	12-13



Page 9

Congratulations and best wishes to Jim Sowden on his recent retirement.



RESTAURANTS CANADA TRADE SHOW

Toronto

RH had another successful year at the Restaurants Canada Show in Toronto. Our booth was equipped with Quest equipment, smallwares, glassware, tabletop and serving, refrigeration, and more. We served guests ice cream from our two Stoelting machines (VB1 & VB9), as well as provided coffee from a commercial BUNN machine in our RH branded cups.



Check out the video that our Stoelting Rep, Stefano Pavesi provided:

<https://www.youtube.com/watch?v=0gLiJ1oaTY8>

Volunteer Work



STARS OF THE CITY Ottawa

Ottawa tourism established and manages the Stars of the City Program to educate and encourage customer service excellence. The Stars Of The City program aims to facilitate Ottawa and Canada's Capital Region in

becoming known as a world class destination that prides itself on superior customer service across all sectors. The program delivers star events and collateral that will help to reinforce the "Stars Of The City" designation as Ottawa Tourism official recognition of excellence in customer service. The program's mission is to create awareness within the tourism industry, and to educate visitors and residents, about the importance and benefits of nurturing and rewarding front line staff.



Laura VanderBarren from Ottawa, volunteered at the 2017 Stars of the City Recognition event at the Convention Centre. She gave out three star awards that evening to local restaurants and hotels in the area.



For more photos of the evening visit: <https://www.facebook.com/starsofthecity/>



NUTRIEN WINTERSHINES WIDE OPEN COOK OFF

Saskatoon

Nutrien Wintershines is Saskatchewan's Premiere Winter Festival. There are various events and activities that people can participate in, everything from sleigh rides and ice sculptures, to petting zoos and cook offs.

Dan Walker from Saskatoon judged the Wide Open Soup Cook Off. Home cooks, culinary students, and professional chefs used local ingredients to create 10 tasty soups for the judges. Brooklyn Lusignan-Beauchamp of Radisson Hotel Saskatoon won the Judge's Choice and moved on to compete with the group of YXE Chefs. The competition and scores from both Judge's Choice and People's Choice were very close. Sydney Hamelin from Picaro was the People's Choice winner and the Judge's Choice Runner Up. Tisha Paget of d'Lish by Tish Cafe was the 2nd Runner Up in both People's Choice and Judge's Choice.

<http://nutrienwintershines.ca/soup-cookoff>

CULINARY SKILLS COMPETITION

Vancouver

Andrew Stigant of Vancouver was given the opportunity to judge a culinary skills competition in Vancouver. Students who compete in this competition have demonstrated a high level of skill in culinary arts and are looking to pursue the trade as a career. This is a great opportunity for them to challenge themselves and take their skills to the next level.

The competition consists of 3 hours of cooking time where students must prepare a specific appetizer and entree. This year they made vegetable minestrone soup and steak cooked to medium rare, mashed potatoes, roasted root vegetables, asparagus spears and Bearnaise sauce. They have to present their dishes in a very specific time window.



Russell Hendrix donated a knife set that was the winning prize for the competition.



Andrew mentioned that,

"It all starts from a young age and very cool to watch these aspiring chefs with whom will be part of the buying groups of our tomorrow. I am, and always will be, excited about these competitions and the chefs of tomorrow."

Supporting young chefs at a young age, and developing relationships will play a factor in who they buy from in the future. These young chefs keep us on our toes with innovation and motivate us to keep improving and growing as a company.

New Builds

Starlight Casino Edmonton



Starlight Casino (formerly known as Palace Casino) is located inside the West Edmonton Mall. The newly renovated casino has tripled in floor space, adding four new restaurants, Match Pub, Supper Club, Chow and Atlas. The Starlight Match is Gateways largest kitchen builds to date across Canada.



Russell Hendrix supplied and installed all of the kitchen, bar and walk in cooler equipment. Since the Casino already existed inside the mall, RH had to coordinate with construction timelines to ensure equipment and electrical/mechanical rough ins were accurate. RH also provided valuable design input to minimize delivery lead times, as well as assisted on custom work on various misc projects for the casino.





Paros Souvla Calgary

Paros Souvla has been in the making for 25 years. It all started with a first generation Greek restaurant named Paros. Originally located in Calgary's downtown core, Paros eventually relocated 41 kilometers North to Airdrie, Alberta where it has been the town's go-to Greek destination for 11 years. It was the success of this traditional Greek restaurant that inspired a new modern restaurant concept that still maintains authentic Greek recipes and ingredients: Paros Souvla | Modern Authentic Greek.



ESI Large Volume Dealer of the Year



Russell Hendrix is a member of ESI, Canada's largest equipment and smallwares Marketing Group. Its membership represents a wide range of small and large foodservice equipment, smallwares and tabletop Dealers across the country. As the largest purchaser of equipment and supplies in Canada, ESI plays a major role in keeping the independent E & S Dealer competitive.

"We are excited to have received this recognition from our vendor partners as to the value we bring them in ultimately delivering great service to our customers. Everyone at Russell Hendrix should be proud of this award from a key group of stakeholders in our business. I'd like to personally thank each of you for the professionalism you display every day."

Michael Kane
Chairman & CEO

Each year, awards are appointed to members based on a variety of criteria. This year Russell Hendrix won Large Volume Dealer of the Year. Our Suppliers voted based on the following:

- ▶ Which Dealer is their biggest supporter (i.e. volume)
- ▶ The Dealer that goes out of their way to lead or spec their supplier in day-to-day business (i.e. Multi-Unit or street sales).
- ▶ Showroom support by stocking suppliers products
- ▶ Dealers that give suppliers opportunities to go in and train their staff or have their staff go to the Suppliers factory/office
- ▶ Dealers who allow the supplier to go on sales calls
- ▶ Participation in ESI Promotions & Flyers

RH Events

JIM SOWDEN'S RETIREMENT

Edmonton

Congratulations and best wishes to Jim Sowden on his recent retirement. Jim has been with Russell Hendrix for 35 years and we thank him for all his hard work and dedication with the company.



Shout out to Todd Murchison, Brittany Dewart, and Mackenna Coyle who did a great job decorating and making arrangements for the event. Century Group provided the appetizers and Whimsical Cakes was responsible for the amazing cake.

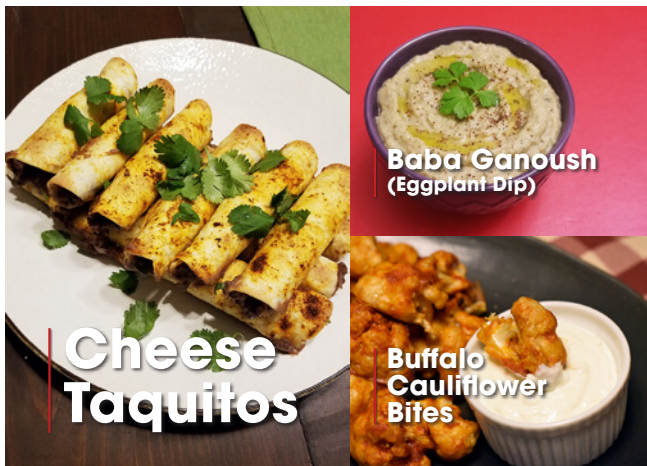


Toronto Sous Vide Demo

Yan Garzon, Corporate Chef at TESTEK, held a free demo at our Toronto showroom on Feb 28 featuring a variety of immersion circulators. Clients were able to see how sous vide works, ask questions, and sample food.

COOKING CLASS Toronto

Monique from Now You're Cooking was back in the Toronto test kitchen this past February to teach a Game Day inspired hands on cooking class. Guests learned how to make Buffalo Cauliflower Bites, Bean + Cheese Taquitos, Baba Ganoush (Eggplant Dip) and a Citrus Beer Sangria.



AIRMAID - DISTRIBUTOR BRAND

March 19th, the Strategic Brands/AirMaid team of Randy Speck, Brent Baker, Roy Cuddeford and Allan Weber conducted a training and certification seminar in Winnipeg. They hosted the National RH-RCM group with a full day seminar that included an exam. Everyone passed with flying colors and are now qualified to share their knowledge of this innovative and industry leading technology with our contract sales teams and customers.

For those who are unfamiliar with AirMaid, it is an air treatment technology that mitigates grease and odour in kitchen ventilation systems using the natural power of ozone. This is a RH Strategic Brand and exclusive to Russell Hendrix.



For more information Exclusive & Distributor Brands scroll down a few pages.

NPS Customer Reviews

We've mentioned Net Promoter Score, or NPS in past Hussell editions, what it is and why it's important to track. For those who are unfamiliar, NPS is a survey asking customers how likely they are to recommend us.

Our survey has a follow-up question asking why the customer would recommend us. Below is a selection of positive feedback we've received from our most recent survey.

- ▶ Your staff are friendly, knowledgeable and helpful. The quality of equipment is solid and reasonably priced. And that makes Russell Hendrix the place to buy cooking gear for this home cook
- ▶ Exceptional customer service. My phone calls and emails are answered promptly. I usually receive my deliveries within 1-2 business days. Thank you very much.
- ▶ My Salesman Mel Kostenly is amazing
- ▶ Jasmine our rep has been a pleasure to work with. Always so quick to reply and ensure we get our deliveries asap.
- ▶ Because Richelle Anderson makes it so easy and convenient to place order, find pieces i need and pricing. Also very quick and fast to reply!
- ▶ Great Service from our main contacts : Ryan Brown and Lawrence Govinda
- ▶ Monica is awesome, she always gives me fantastic service and is so patient explaining all of the options to me
- ▶ Professional, quick and friendly service always able to help and find solutions - your company makes it very easy to order supplies
- ▶ My national rep Alexander Page is awesome and my Vancouver Ralf Behringer is awesome...that's why.

Exclusive & Distributor Brands

November 1st marked the official launch of our Strategic Brands initiative. Brent Baker (Project Development Manager) and Randy Speck (VP of Strategic Brands), are now able to devote 100% of their time toward developing this critical component of the RH business unit.

Why bother with Strategic Branding?

- ▶ Removes cost from the distribution chain and increases the available margin – which is shared with RH, our Sales Agents & the Customer.
- ▶ Further leverages the larger scale of the RH merger to separate us from the competition.
- ▶ Provides customers with better value & unique features to drive customer loyalty for re-order & future business.
- ▶ We “own” the sales engine to drive sales – this enhances RH company value and makes us dependent on no one for our sales growth and success.
- ▶ It allows us to sell the features and benefits of our brands, creating a powerful “Selling Tool” for RH sales agents to close the sale without discounting.

What do we need to do differently?

What we do best- SELL! We own the brand, so no one else is going to sell or promote our Strategic Brands for us. Our sales teams will need to be proactive and lead the way to show and sell our Strategic Brands FIRST – Every Time! The quality of our product will be equal or superior and priced below market pricing to offer better value. Our teams will earn more commissions by way of higher selling margins. Customer relationships will be enhanced as they begin to recognize the additional value of our RH brands. Suggestive and creative upselling will be required for profitable success.



Torngat Shelving, formerly known as Olympic Shelving, is part of our Strategic Brands initiative run by Randy Speck and Brent Baker. Torngat is a distributor brand, meaning that we have a direct relationship with the factory where the product is being made. This allows us to control the specifications of the product along with the branding. In Torngat's case, only the branding and name are changing. There will be no changes to the "green" shelving our customers have grown to recognize. The biggest benefit to Strategic Brands is our ability to maximize margins for the sales staff. This gives our company a competitive edge over our competitors.

Stay tuned for more information about Torngat and Strategic Brands in the near future. If you have any questions do not hesitate to ask Brent or Randy.

