

Hussell

2018
MAY/JUN



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HR UPDATE

NEW Employee Discount

10% ABOVE LANDED COST

For more information about the new discount structure see the PDF attached.

All RH and Quest employees, regardless of employment status, are eligible to receive the staff discount beginning the first day of employment. Each staff member must have a customer account set up in order to receive the staff discount. Employees who are no longer working at RH and Quest are not entitled to receive the discount.

There is no limitation to the amount an employee can purchase annually. The staff discount is extended to the employee and the employee's immediate family (e.g. spouse, children, parents,

grandparents, etc.). Products purchased using the staff discount are not to be resold.

The Staff discount is defined as a markup of 10% above landed cost for all S and NS items. S and NS items with a cost will populate in Green in a POS transaction or a Sales Order. No further discount should be given on these items. For all S and NS items which do not populate in green, the price can be determined by multiplying the landed cost by 1.10. Clear out (CO) do not receive a further discount.



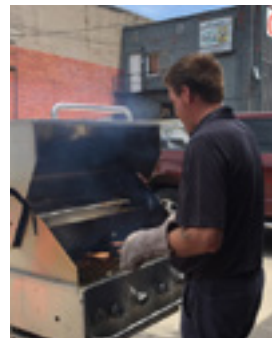
HOSPICE CARE OTTAWA

Girls Night Out

RH donated a door prize for the Hospice Care Ottawa and Girls Night Out event. The 12th annual Girls Night Out was extremely successful with over \$52,000 raised. The 'Welcome Summer' themed evening took place on Friday, June 22nd at Algonquin College where 400 women enjoyed an evening of food, dancing, shopping and much laughter.

It was also an opportunity to raise funds and to heighten awareness of the role Hospice Care Ottawa plays in the community. RH's generosity helped raise funds needed to support people living with a life-limiting illness and their families – over 1,500 people annually.

CHARITY



14 LOCATIONS PARTICIPATED

Edmonton
Halifax
Montreal
Toronto
Winnipeg
London
Sault Ste Marie
Ottawa Preston
Calgary
Thunder Bay
Victoria
Regina
Saskatoon
Ottawa Baxter

CUSTOMER APPRECIATION EVENT

▄▄ Clearance Sale, Door Crashers, Food, Raffles & Demos! ▄▄

June was a busy month for many of our showrooms. We kicked off the summer with Customer Appreciation Events across Canada. To promote these events RH ran a series of paid social advertising campaigns across various platforms. In total we had 786 new customer sign ups which was a HUGE success from past events. All of the showrooms provided great feedback about the events. Many reported higher than normal sales volume as well new and potential leads.



786
NEW SIGN UPS!



CUSTOMER APPRECIATION EVENT



BROCKVILLE WAREHOUSE STAFF PICNIC



KINGSTON BBQ

RH Kingston hosted a staff BBQ June 8. Sandra MacInnis from Alto Shaam brought in chicken, lamb and steaks which were cooked in her countertop cook and hold unit. Kevin O'Connor cooked up turkey burgers and sausages on the Big Green Egg.





W TWO NEW FEATURES //

On July 9th, Robbie and Eda gathered their MSL's from across the country to meet at Russell Hendrix's Winnipeg manufacturing facility to learn how to best present all those great Quest features so our customers understand the true value of our Exclusive Brand. They learned product features and what techniques are best used to train our sales people back at their respective branches. Randy Speck, Brent Baker and Roy Cuddeford presented a full sales and knowledge training session that

included the powerful Consultative Selling technique to drive higher sales and margins while offering customers unmatched durability and performance in cooking equipment. At the end of a long day, everyone met for a fantastic dinner at the Winnipeg Gates Restaurant.

One of the highlights of the session was the announcement of two new features that set Quest Cooking Equipment further apart from the brands our competitors are selling.

1 An introduction of the new **QUEST ETERNAL PILOT ASSEMBLY** – now standard on every open burner. Pilot failure is a huge annoyance for most Chefs', particularly those who do a lot of pan and sauté work on their open burners. Other manufactures have tried to offer electronic versions with poor success. Quest Engineers have developed a BULLET PROOF pilot flame that will stay lit in even the most demanding of kitchens. Even dumping water directly on the Eternal Pilot will not extinguish our flame! It is also virtually maintenance free!

2 The announcement that all Quest ovens will carry a **NO MAINTENANCE 10 YEAR DOOR WARRANTY**. Most competitors' ranges use springs to close their doors which requires constant maintenance or replacement of the springs or door handles. In reality, many competitive range brands out live their oven doors, often forcing early replacement of the entire appliance. Quest requires ZERO maintenance and if it ever fails within a 10 year period, Quest will provide a replacement oven door (with welded handle) at no charge!

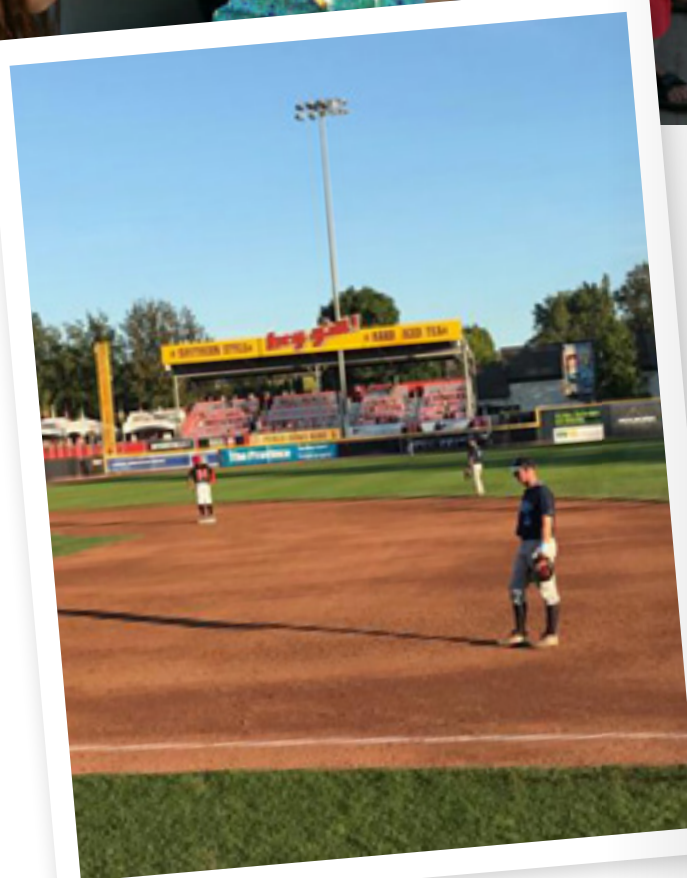
BUY CANADIAN!

This is becoming a VERY big issue with Tariffs and Trade Wars in the news, particularly for provinces like Ontario where they have a large manufacturing base. The time has never been more important for us to promote Canadian made product – and closer to home.... We must support the Russell Hendrix Employees who work so hard to make our Quest brand of Restaurant Equipment. Support RH First!



QUEST BASEBALL GAME VANCOUVER

Here are a few pictures from the Quest baseball game at Nat Bailey Stadium that took place on Saturday July 21st at 7:00 pm. Employees and their families were invited to attend. The game featured the Vancouver Canadians VS the Hillsboro Hops from Oregon. The event featured food and beverages in the first base dug out section and at the end of the game a fireworks display was held.



Vancouver Shellfish Festival

Andrew Stigant of Russell Hendrix volunteered at the Shellfish Festival in Comox. Andrew worked alongside Garland to support the Chefs in the Black Box Competition. Chefs were given a black box of ingredients and were asked to prepare an entrée dish in 45 minutes. Each Chef was allowed to bring 2 secret ingredients to help create their dish. Chefs prepared 4 plates, one plate for each judge, and a 4th plate was used for visual judging. The Top prize was \$5000 and second place was \$1500. All of the large cooking equipment was provided by Garland Canada.





GUILDFORD LOCATION

Job included refrigeration, warewashing, ice machines, shelving, janitorial sinks, rice cookers and drink machines.

NEW BUILDS



STEVE'S POKÉ BAR

Steve's Poke Bar is a new restaurant in B.C. with two locations, one in Burnaby and the other in Surrey. Burton Tam and Lee McCaw worked with the owners to finalize and supply all of the equipment for the Guildford location. This included refrigeration, warewashing, ice machines, shelving, janitorial sinks, rice cookers and drink machines. Below are some of the interior shots of the restaurant.

Before 2016, poké was almost unheard of in Vancouver. Now, it is amazing to see Steve's childhood comfort food grow and evolve from fusion flavours to poké burritos. Steve wanted to preserve the method and traditional way of serving authentic Hawaiian poké, the way he grew up with poké, with the option of adding various toppings to complete a healthy meal. Steve's wife Camy, being an SFU Alumni, decided to make their dream a reality with their first location at Simon Fraser University to serve students first with more locations coming soon!





RH REVIEWS

RH received a bunch of 5 and 4 star reviews over the last 2 months. Below are some of the locations and their customers feedback. Well done everyone!



Brad Finan



Great store. Friendly staff. Good prices. If you need professional cooking gear they probably have what you need in stock. While you are there look around they probably have something you could use. It's not your chain store kitchen outlet but still they have a lot of useful items of professional quality. I think a lot of London's professional cooks shop here. Lots of parking.



Kimberley Halpape



Briana Nicols



Donald Joyce



Helpful staff and a decent selection of products.



James Dunn



Great staff always pleasant, helpful and well informed on their products.

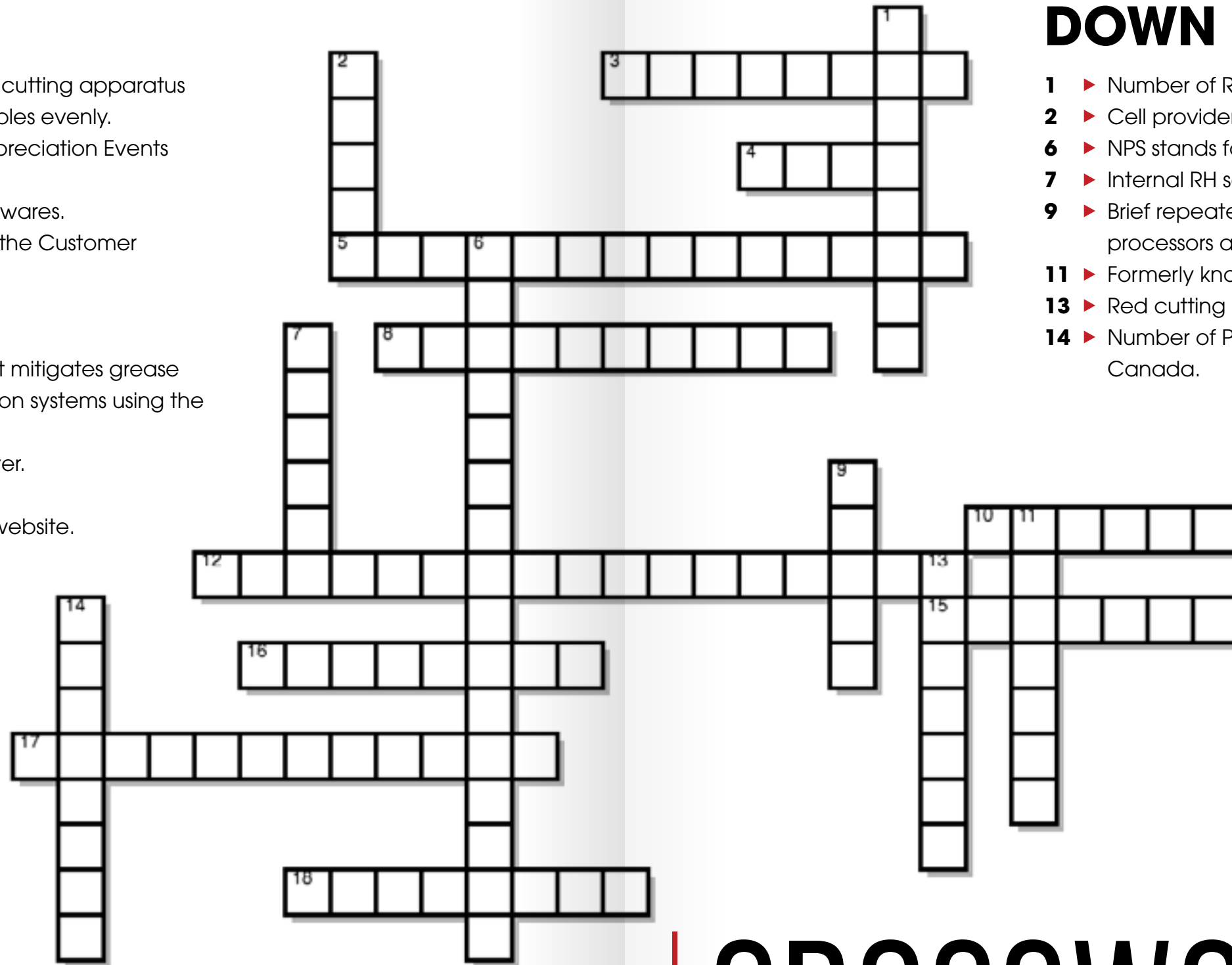


Marc LaBelle



ACROSS

- 3** ▶ A hand-operated slicing and cutting apparatus used to cut fruits and vegetables evenly.
- 4** ▶ Month that the Customer Appreciation Events took place.
- 5** ▶ New branded line of RH smallwares.
- 8** ▶ Prize for the most sign-ups for the Customer Appreciation Events.
- 10** ▶ City with 2 RH locations.
- 12** ▶ RH won this at ESI this year.
- 15** ▶ Air treatment technology that mitigates grease and odour in kitchen ventilation systems using the natural power of ozone.
- 16** ▶ Food item on the RH spring flyer.
- 17** ▶ FOH stands for this.
- 18** ▶ Second category on the RH website.



DOWN

- 1** ▶ Number of RH locations.
- 2** ▶ Cell provider RH uses.
- 6** ▶ NPS stands for this.
- 7** ▶ Internal RH social networking platform.
- 9** ▶ Brief repeated on-off actions used with food processors and blenders.
- 11** ▶ Formerly known as Olympic Shelving.
- 13** ▶ Red cutting boards are used for this food item.
- 14** ▶ Number of Parts and Service locations across Canada.



CROSSWORD

Type directly in the boxes, save the document as your first and last name (ex: john_smith.pdf), and send to smic@russellhendrix.com for your chance to win RH apparel!

|| Good things happen to those
who Hussell. ||

- Chuck Noll

Hussell

2018