

Media Kit

Abby Baracskai

November 11, 2016

Contents:

Flyer pg. 3

Newsletter pgs. 4 – 6

Mock Social Media pgs. 7 - 8

News/Press release pg. 9

Fact Sheet pg. 10

Brochure pgs. 11-12

Explanation of Pieces pg. 13

Cleveland Mongolian BBQ Presents:

BRING YOUR OWN BOWL

NOVEMBER 23 FROM NOON – 6:00 PM



Mongolian BBQ served up the way you like it.



THE DETAILS:

In preparation for the holiday season, come enjoy a feast of whatever size you choose!* For \$30 a person, enjoy up to 4 rounds with whatever size bowl you choose to bring! Put it on the calendar and gather up the family for an evening of celebration and good food!

*Drinks not included in \$30 cost. Bowls must be dishware; things like garbage cans, buckets, etc. do not count. No coupon offers can be combined with the event. Children 5 and under eat for half price (\$15).



Mongolian Newsletter

Newsletter Date

Inside This Issue

- 1 Message from the President
- 2 Employee News
- 2 Industry News
- 3 Employee Profile
- 3 News from HR



Message from the President

I want to personally thank everyone for his or her dedication and hard work through this past season. With the celebration of the company's 25th anniversary coming up, I think it is important to remember the key factors of what makes this company and our team so great: having fun, teamwork, and growth.

Again, I want to sincerely thank everyone. I know it is going to be a busy time getting ready for the celebration and special event, but it is well deserved.

Be proud of where we are!

- Joe Phraner

"Remember the key factors of what makes this company and our team so great."

Cleveland Location News

Our Cleveland location will be holding a Bring Your Own Bowl event in light of the idea of feasts during the holiday season. The idea is customers are able to bring any size bowl they want to use at the buffet.

The event will be on November 3 from 12:00 (noon) – 6:00 P.M. Tickets to the event are \$30 and will cover 4 rounds at the buffet; kids 5 and under cost \$15.

Drinks aren't included and bowls must be dinnerware, not just any kind of container.

No other coupon offers can be combined with the event.

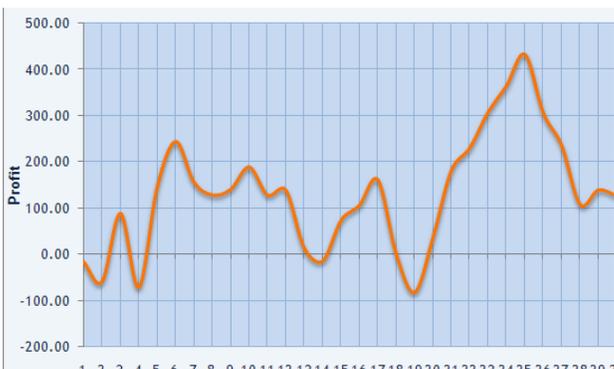
We are hoping to test the event at this location and if it proves successful, we may consider holding similar events at other locations.



Industry News

Mongolian BBQ's profits have been growing by .3% over this past year, as outlined in the graph in the lower left hand corner of this page. In addition, our stock prices have increased to \$22.48 a share. Financially, we are within our goals of this year, and striving to keep improving.

We are currently working on purchasing and placing upgraded equipment in most of our locations within the nation. Stay tuned for more information.



Employee Profile: John Smith

This past month, John from our Lakeland, Florida location, has showcased excellent leadership. John stepped up to a manager position, from a previously held chef position, with minimal training due to trying circumstances and has done a fantastic job. The restaurant's sales are up more than usual and this particular location has been receiving the most positive customer reviews out of all of our locations across the nation. We want to honor and thank Mr. Smith for all of his hard work and dedication, as well as his team's cooperation with adjusting to the sudden change of management events.



Mr. Smith showing his company pride.

News from Human Resources

H.R. will be running a series of workshops and team building activities coming later this year that will carry through the beginning of next year. Our goal is to improve our family-like team atmosphere at every location. We want to encourage everyone to work together and learn how to be a better team player.

Every person employed at any Mongolian BBQ location will be required to attend at least one workshop event. Different positions and locations will have different requirements in amount and type of workshops. Please see your location manager with any questions or concerns you may have about the workshops.

Keep an eye on your emails for more information.

Social Media Promotion:



Mongolian BBQ CLE @wishfulwriter04 · 56s

How will you get ready for this holiday season? #MongoloBYOB offers all of these choices and even more for only \$30 a ticket.

- 0% Gather with family
- 0% Eat a lot of comfort food
- 0% Watch holiday movies
- 0% Kick back and relax

0 votes · 2 days left



Mongolian BBQ CLE @wishfulwriter04 · now

Come out and get your grillin on this November 23 and bring your own bowl to fill and enjoy. Can you hear the sizzle yet? #MongoloBYOB



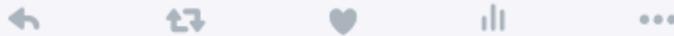


Mongolian BBQ CLE @wishfulwriter04 · 6m

How many rounds are you able to make at Mongo? Bring your own sized bowl to fill on November 23. #MongoBYOB



GIF



TWEETS 73 FOLLOWING 31 FOLLOWERS 48 LIKES 4 MOMENTS 0

Edit profile

Mongolian BBQ CLE

@wishfulwriter04

bd's is a fun interactive Create Your Own Mongo FEAST dining experience. We're the original Mongolian Grill doin' it on the grill since 1992!

Cleveland, OH

Tweets Tweets & replies Media



Mongolian BBQ CLE @wishfulwriter04 · 33s

How many rounds are you able to make at Mongo? Bring your own sized bowl to fill on November 23. #MongoBYOB

Mongolian BBQ
1854 Coventry Rd.
Cleveland OH 44118
(216) 932 – 1185



Bring Your Own Bowl Event at CLE Mongo

FOR IMMEDIATE RELEASE

Cleveland, OH: November 7, 2016 – Mongolian BBQ will be hosting a “Bring Your Own Bowl” event on Wednesday November 23 from 12:00 (noon) – 6:00 p.m.

Mongolian BBQ invites you to bring any size bowl to their restaurant to fill with your favorite stir-fry ingredients to create your own delicious creation. Bowls must be actual dinnerware and not just large containers. For the event, you may go up anywhere from one to four times using your own bowl.

Tickets to the event are \$30 for adults and \$15 for children 5 and under. Ticket prices do not include drinks. This offer cannot be combined with any other coupons or promotions.

This event is for the Mongolian located on Coventry Rd. in Cleveland, OH only.

About Mongolian BBQ:

Billy Downs opened the first Mongolian BBQ’s doors back in 1992. It is the world’s number one Create Your Own Stir-Fry restaurant concept. The company’s philosophy is to provide a large variety of ingredient options so you are able to “stir it up your way” while expert grillers cook your creations in front of you. The company’s core values are community, growth, teamwork, and having fun.

Mongolian BBQ
1854 Coventry Rd.
Cleveland OH 44118
(216) 932 – 1185
<http://www.gomongo.com>



Fact Sheet

History: Billy Dows founded Mongolian BBQ in 1992. We deliver a unique dining experience that has made us the number one Create Your Own Stir-Fry type restaurant. Our philosophy is to allow our customers to “stir it up, your way.”

Core Values: Our core values are to have fun, growth, teamwork, and community. Having fun is a critical element in making sure our guests have a fantastic dining experience. Growth is important so we are always expanding and bettering our business and employees. Teamwork is a must in order for each restaurant to run smoothly. Finally, giving back and supporting our local communities is a responsibility we feel we have.

Mongo Magic: We believe Billy created something magical when he opened Mongolian’s doors; we like to call it Mongo magic. Mongo magic is the unique experience that guests have at our restaurants with their abilities to choose their ingredients and enjoy our atmosphere. Mongo magic happens with “Every guest. Every bowl. Every time.”

Goal: We want to share our Bring Your Own Bowl event with you and your family on November 23, 2016 from 12:00 (noon) – 6:00 p.m. We encourage you to join us for the holiday season by bringing whatever size bowl to fill with your favorite stir-fry ingredients up to 4 times. Tickets for the event are \$30 for adults and \$15 for children 5 and under. Drinks are not included in the ticket price. This event cannot be combined with any other offers or promotions. This event is at the Cleveland, OH location only.