

# MR MIKES STEAKHOUSECASUAL

## INTRODUCES NEW MENU SHOWCASING THE NEW CANADIAN CUISINE

Canada is known around the world as a diverse melting pot of cultures – food included.

From the West Coast to the east coast, Canadian cuisine made with an innovative twist is becoming an increasingly formative staple of our country's culinary identity.

While classics like steak, bacon, and maple syrup remain the backbone of Canadian cuisine, the new menu at MR MIKES SteakhouseCasual draws inspiration from current food trends in order to take our beloved Canadian classics to a new level. Read on to check out a handful of the tasty, must-try items you can expect to see on our exciting new menu.

### We're spicing things up

The former sweet and sour trend has evolved into hot and sweet, and Sriracha hot sauce is front and centre. Its popularity has even inspired cookbooks. With the hot sauce craze continuing to trend upwards with no signs of slowing down, it only makes sense that Sriracha became a must-have in the new MR MIKES menu. Some would even argue that hot sauce is the new ketchup, which

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is why we've added new Sriracha-based options to the table. Try the Sriracha Honey Panko Shrimp and the Spicy Sriracha Mikeburger with sriracha-lime aioli and crispy beer battered jalapenos!

Spicing things up didn't stop with Sriracha. Our revamped menu also capitalizes on consumer interest in all things Cajun and deep fried! Deep-fried pickles with crispy beer battered jalapenos, a Cajun Chicken Club sandwich, and the Ragin' Cajun Rib Eye add more southern heat to our menu.

### Home Sweet Home

We wouldn't be a Canadian heritage brand without a great selection of comfort foods. Comfort and familiarity are two feelings we strive to provide guests with. While we are all about introducing fresh and trendy flavours, we always want our guests to feel at home at MR MIKES.

We know from experience that loyal MR MIKES guests have a strong nostalgia for many of our signature dishes, and we want to build the same rapport with new visitors. To that end, we've taken some classic menu items and strengthened them so that they provide all the comforts of a home-cooked meal with a delicious twist, including our new Bacon Mac 'n' Cheese and the Peppercorn Sirloin Pasta! We're also introducing new fun and comforting side dishes like our Double Stuffed Potato and Cheesy Lobster Mac.

### We're a Steakhouse, After All

We invented the casual steakhouse category, so of course we know it best. We are committed to providing our guests with the most consistent, unique, quality steak-eating experience, using only the best-in-class products, systems and tools. One of the ways we've achieved this is by increasing the aging of our steaks to a minimum of 28 ½ days to ensure maximum tenderness. We're also introducing an all-new signature steak spice to ensure the best and most flavourful product possible. Steaks are in our name and we've taken the steps to perfect our meat dishes – from the selection process, to the cooking process, to the final presentation. To top it all off, we've developed a number of house-made compound butters using high quality butter, herbs and spices to crown our steaks and create melt-in-your-mouth bites every time.

MR MIKES SteakhouseCasual is committed to staying on top of current food trends and adapting to Canadians' changing food tastes. Our rebranded menu was designed to tap into current trends without compromising the high quality of food that the brand is known for. So, from fresh new ingredients to hot and sweet spices to a signature steak experience, our new menu is chock full of unique options that still stay true to the casual comfort food and value that MR MIKES was built upon. We're SteakhouseCasual — but we're serious about our food!



Trevor Thiessen

### About Trevor Thiessen

Trevor is Director of Brand and Culinary Services, RAMMP Hospitality Brands. He has been cooking professionally since he was 18, growing up in Vancouver, B.C. His dual background in culinary arts and hotel and restaurant management is a one-two punch at RAMMP, where he led the development of the new menu and its recipes for MR MIKES Steakhouse Casual. Alongside his business perspective on the restaurant industry, Thiessen brings a deep understanding of food and cooking.

While developing the new MR MIKES SteakhouseCasual menu, he balanced the tried-tested-and-true recipes that fit the 55-year-old brand, with fun new flavour profiles.

Thiessen isn't afraid of a little spice, so naturally his favourite MR MIKES steak is the Honey Sriracha Shrimpin' Sirloin. And the new menu's deep-fried pickles get him every time.

<http://www.mrmikes.ca>

