

# ROCKIN' ROBIN

ROBIN CHAKRABARTI HELPS MR MIKES STEAKHOUSECASUAL TURN UP THE TEMPO



Scott  
Goffie  
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**AS** one of the Owners of RAMMP Hospitality Brands, which franchises Mr Mikes SteakhouseCasual, Robin Chakrabarti has seen firsthand how a lot of passion and a high level of dedication can put a brand on the Canadian franchising map. Based primarily in Western Canada, and with franchising opportunities on the horizon in Ontario, Mr Mikes SteakhouseCasual boasts a unique dining combination that's struck a chord with guests and franchisees, with the brand set to surpass \$100 million in system sales within the next few months.

Chakrabarti says Mr Mikes SteakhouseCasual offers two experiences under one roof, with a non-pretentious, come as you are, irreverent steakhouse restaurant on one side, and a high-energy, adventurous urban lodge on the other.

Read on to learn more about the passionate and competitive Chakrabarti, and what makes him tick as a businessman, family man, and metal music aficionado!

**The most interesting thing I've done recently is...**

Met and hung out with Gene Simmons and Paul Stanley from KISS a couple times. As a proudly born and raised kid from Barrie, Ontario, being a KISS fan boy is a rite of passage, and the opportunity to meet and talk business with the members of KISS, who own a growing, exciting restaurant brand, was memorable.

**In its best form, work is...** An opportunity to learn, be a great teammate, and have fun.

**A good franchisee...** Lets their entrepreneurial spirit and intelligence shine through, while striving to be best in the system at delivering an incredible guest experience within the parameters of the brand vision.

**A good franchisor...** Focuses on franchisee profitability, is continually improving all aspects of the brand, and seeks innovation and feedback from their franchisees.

**My top advice for prospective franchisees is...**

Do your homework on the franchisor and the brand, and the people behind both. Ask yourself, are the people behind this brand the people I would want to ride a rollercoaster with? Long-term success depends on the alignment of values. Good times are easy, but who do you want to be partners with when push comes to shove?

**My top advice for new franchisors is...**

Have a long-term perspective, and don't grow for growth's sake. Your number one focus has to be on franchisee profitability, as you can't succeed without successful franchisees

**The most important things in life...** My three sons and wife. Beyond family, it's looking back and saying that I did the best I could, had the most fun, played and worked as hard as I could, and lived life to its fullest, accepting all the good and the bad that comes with it.

**One of the most enjoyable things to do...** Watch my sons have fun and laugh uncontrollably.

**The hardest thing for me to do is...** Turn off my brain and enjoy the moment.

**My favourite drink is...** Mr. Mikes Spiked Caesar (shameless plug!), or any good spicy Caesar.

**If I could change one thing...**

I would have learned to play guitar as a kid.

**If I could meet anyone...** I would meet Metallica.

**The person who has had the most positive influence on me as a businessperson is...**

I have been lucky to work with and for so many great people, it's hard to narrow it down. In my early career, it was a gent I worked with at TD Bank named Frazer Scott, who taught me you can be yourself, march to your own drum, and be highly successful as long as you deliver results. In the past 15 years, it's been my business partners Mike Cordoba and Al Cave, who have taught me that you can put family first and business second and be successful and take on the world.

**Canadian franchising is...** Not recognized or valued as much as it should be, given the amount of wealth and employment opportunities it creates for Canadians across demographics and from coast to coast.

**My franchise system began because...**

We believed that franchisors focused on long-term franchisee profitability, family values, and a 'work hard, play hard' attitude can thrive in Canada.

**The most positive influence on my life as a person...**

My wife, Corinne. She is an inspiration in ways that I will never be.

**The key to success is...**

Living by five simple guiding principles:

1. No man is an island.
2. The greatest risk in life is not taking one.
3. The wisest mind has something yet to learn.
4. Execution is everything.
5. Have fun along the way.

**I'd like my friends to describe me as...**

A team player, fun, and trustworthy.

**The accomplishment I look forward to the most is...**

Watching my sons become men.

**My personal motto is...**

"I never lose; either I win or I learn."

**One necessary item on my life's "to do" list is...**

Watch the Vancouver Canucks raise the Stanley Cup. 🍁