



8 June, 2020

RE: Big Wheel Burger Business Philosophy

Dear Customer:

Big Wheel Burger, since inception, was created to do things differently. We wanted to provide a simple, delicious burger, made with love, by a happy staff and purchased by a Community that feels supported.

Being Canada's first Carbon Neutral Restaurant was the start of trying to create a company that was different. A company that had a new way of doing business. Putting Community, Employees and Environment ahead of profits. It is our belief that profits will come in a more meaningful way, if you make them a side effect rather than the focus.

The goal of business shouldn't be to do business with anyone, simply because they want the product you offer. It should be to build a community that is better for having your business in it.

We invite our customers, staff, suppliers and community to join us with this vision. By choosing to dine in our restaurants we're supporting an effort to lift up the people that need it the most, when they need it.

By adding a 12% auto gratuity to our bills, we are asking our customers to contribute to these efforts. Our staff has chosen to donate 20% of the Auto Gratuity to the Big Wheel Community Foundation, which is matched by our company. We also ask our suppliers to donate in order to do business with our company. We all benefit the most when we work together.

We understand that some of our customers may not like this model and we appreciate this. Big Wheel Burger is fully committed to this model, while respecting all other restaurants that produce great food and choose a different business model. We constantly evaluate feedback and our program is fluid. Feel free to message us, with any and all suggestions.

To discover where our foundation donates its resources, please check out our social media pages and our website www.bigwheelburger.com . If you know someone that is suffering food insecurity and could use some help, please let us know by email at info@bigwheelburger.com

Sincerely,

Calen McNeil

Founder – Big Wheel Burger Inc.

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