

Letter to the Editor.
Calgary Herald

May 3, 2013.

Hello,

I am writing this letter to further add clarity to the inaccurate article written by Omar Mouallem, on the history of the Burger Baron. To be 100% clear, my father, the late Jack McDonnell is the founder and brainchild of the Burger Baron. Period. It was financed through his brother in law Bob Craig.

I, along with my mother Rikie, have made this clear to Omar in numerous phone & email messages however, I do understand that due to numerous untruths told by Sal Kemaldean, that it is difficult for Omar to piece together this puzzle.

The advertisement in his Leduc store "Making Vegetarians reconsider since 1955" is another example of Sal's taking other people's ideas and hard work and re-branding it as his own. That slogan was part of a massive advertising campaign I paid for, through Brown Communications here in Regina. The person whom created that slogan was Angie Tate with the accurate slogan "Making Vegetarians reconsider since 1958". We had advertised this through numerous Outdoor Billboards with Pattison Signs in Regina from 2003 and on. Sal had NO involvement in that marketing campaign or any other branding strategy we have ever implemented.

Once again, as Sal has done numerous times to our business, is copy our work and take it as his own. Sal has not contributed one dollar into any of this marketing material which I paid for. He comes to our restaurants in Regina, takes pictures of our material and re-produces it for his restaurants.

Sal has previously contacted my paper cup suppliers telling them that I had authorized for Sal to use the same cups which we designed and paid for. I vociferously explained to my suppliers that I have not and would never consent to Sal Kemaldean again stealing our brand, without any financial remuneration offered of any kind.

Sal had met with me when I opened a new Burger Baron in Regina in 2005. At that time, he had a personable relationship with my mom and myself. He requested to have all of our branding, logo's and aesthetic, again without any financial remuneration. I clearly explained to Sal that in order to do so, he would have to be a franchisee under our umbrella, as I did not want to have a visually consistent brand with differentiating products and differentiating quality. I declined the opportunity to give him our brand free of charge to him.

Since that day, my relationship with Sal has continued to decline. I am in the process of serving him notice to remove the "slogans" through my attorney, which I paid Brown Communications to create.

Sal Kemaldean has been an integral part of the Burger Baron history. He has supported his family through the success of his restaurants. That is not enough for him. He again wants what other people have created.

Our Burger Baron, still adheres to my father's legacy. We continue to use the same meat, sauce and recipes that Jack, not Sal, created or purchased. We have won "Best Burgers in Saskatchewan" on the John Gormley Radio Talk Show, voted "Best Burgers in Regina" eight years in a row, "Best Fast Food in Regina" three years in a row and won awards for our marketing initiatives through Brown Communications, all under the McDonnell family. Another of the slogans created by Angie Tate, through Brown Communications was mentioned on the CTV National News by Lloyd Robertson. With the advent of the Queen of England visiting Regina, our billboard campaign ran "The real reason the queen is visiting". I am surprised Sal did not take credit for that.

Jack McDonnell IS the founder of the Burger Baron. The original & 1st Burger Baron was on McLeod Trail in Calgary. It was financed by Bob Craig and created by Jack. It is frustrating and offensive to keep having to defend my father's legacy and to have the truth misinformed. I will never forgive Sal for not being honest with the history and not having the pride to say that he was a significant piece of the Burger Baron puzzle. He just did not start the puzzle.

Sincerely,

James McDonnell