TRANSCRIPT: The Milkshake Story
Featuring Cameron Mitchell, founder and CEO of Cameron Mitchell Restaurants

Cameron: In 2002, I had two young sons, a four year old and a two year old and my wife and my in-laws and we went out on a Saturday afternoon for lunch one day at a local restaurant. I wanted to order a grilled cheese for my son who was four years old and the server said, "I'm sorry. We don't have grilled cheese on the menu, all we have is a club sandwich."

So I said, "Okay, I'll take the club sandwich, hold the turkey, bacon, ham, middle slide of bread, mayo, lettuce and tomato. If you could take what's left over and sauté it in a pan for me that'd be great."

So I got my grilled Cheese and then I asked for a chocolate milk shake.

Other Narrators: Cameron's son, at the time, really liked chocolate milkshakes.
They didn't have one on the menu, and Cameron asked the waiter if they could make one.
The answer was no. They came up with every excuse of why they couldn't make a milkshake from it being too expensive to the ice cream being pre-portioned.

The server offered to bring Cameron and his family a chocolate milk instead. Cameron noticed on the menu there was a la mode. He said I'll have an order of a la mode and a chocolate milk and if you can whip that up in a blender for me that would be great.

The server said, 'Sir, that's going to be expensive," to which Cameron responded, "I think I can handle it. You have milk, you have chocolate sauce and a blender, why can't you just put those ingredients in a blender and make a milkshake?"

And after several rounds of back and forth with the waiter and even a manager they finally obliged and said , "Okay, we'll make the milkshake."

From that day forward, the milkshake became CMR's icon and symbol of great people delivering genuine hospitality.

If you have the means to make something happen and you have the wherewithal and you have resources, then just say 'yes.'

The choice to say ‘yes’ and fulfill a simple request is the really the difference between making a guest just a regular guest or a raving fan.

Cameron: And that’s how the milkshake story, the milkshake legend, was born. And today, Cameron Mitchell Restaurants makes thousands of chocolate milkshakes every year to reiterate throughout our entire company that ‘Yes is the answer, what’s the question?’ and we are great people delivering genuine hospitality. With that, I want to welcome you all to Cameron Mitchell Restaurants. Have a great career with us and I wish you all a tremendous milkshake story of your own.

[Montage of scenes of Cameron Mitchell Restaurants associates]