

A Hubspoke Brands Newsletter:

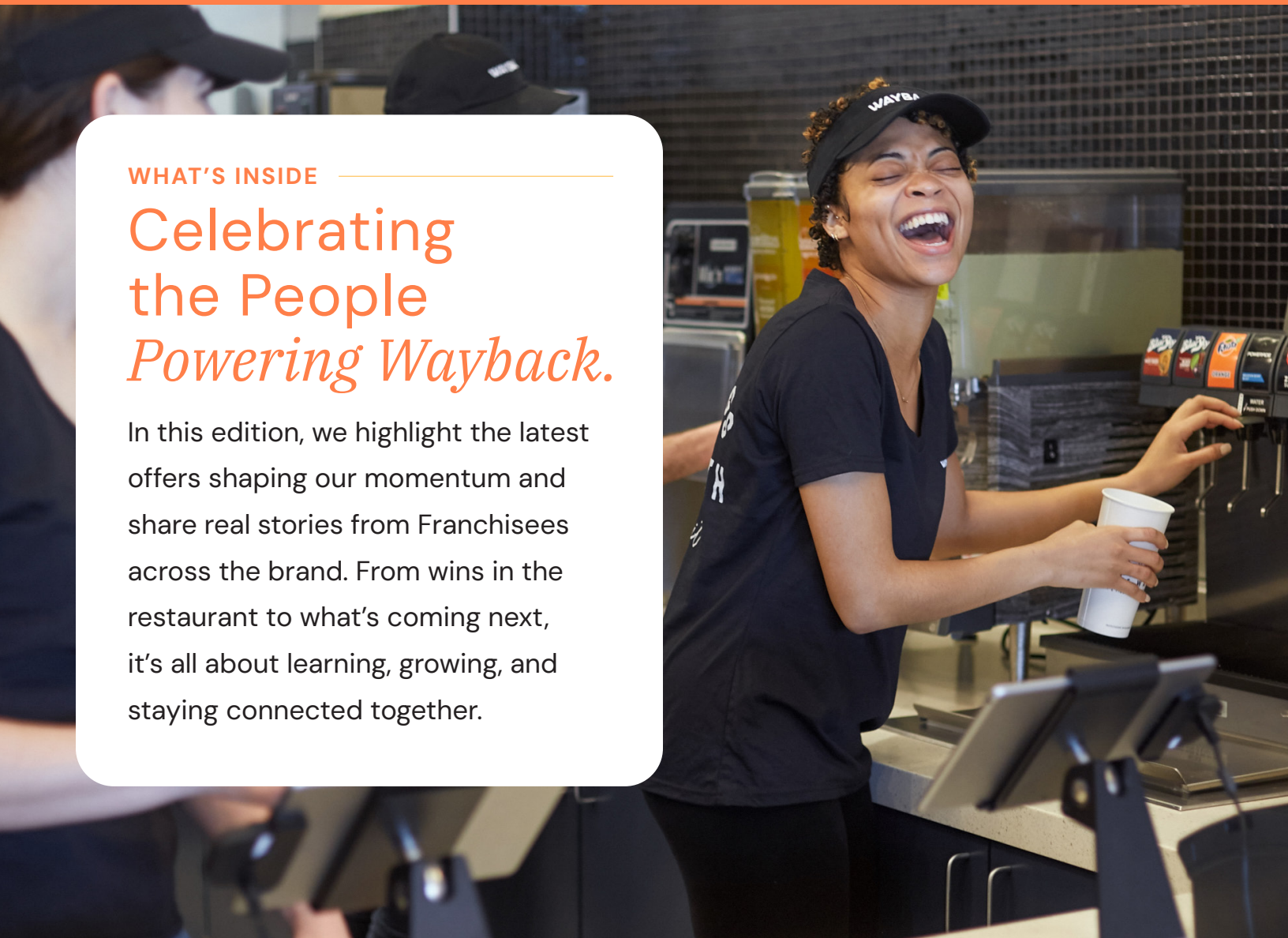
Behind *The Counter.*

September 2026 Issue

WHAT'S INSIDE

Celebrating the People *Powering Wayback.*

In this edition, we highlight the latest offers shaping our momentum and share real stories from Franchisees across the brand. From wins in the restaurant to what's coming next, it's all about learning, growing, and staying connected together.



Brittany Hamlin

✱ **Wayback Burgers**
Hinesville, GA

Great leaders are not “problem reporters.” Great leaders are “problem solvers.” That statement perfectly captures the leadership demonstrated by Brittany Hamlin and the team at Wayback Burgers in Hinesville, Georgia.

After the lunch rush, four representatives from the Army National Guard walked into the restaurant and asked for Brittany by name. Their previously arranged restaurant had backed out of a catering commitment at the last minute, leaving them in need of food for an event serving 140 soldiers. Because Brittany and her team had built a strong relationship through monthly catering for local National Guard units, another formation leader recommended Wayback. They needed the order ready by 5:30 p.m. that day.

Brittany didn't hesitate. She confidently told them it would be tough, but her team could get it done, and do it well. She quickly created a menu featuring cheeseburgers, chicken nuggets, sides, brownies, and lemonade. The unexpected order totaled approximately \$2,000 and created a significant challenge with only a few hours to prepare.

Brittany knew her team would have her back. She immediately called the night manager and a night-shift Team Member, asking them to come in early, meaning right away. Without hesitation, they stepped up. That kind of response doesn't happen

Team Member Spotlight



by accident. Great leaders build teams that are willing to go the extra mile because they know their leader will do the same for them. Brittany's willingness to support her Team Members, invest in them, and lead by example created the trust needed to make a bold request when the moment demanded it. Together, Brittany and her team transformed an unexpected challenge into a successful catering experience. The Army National Guard representatives were impressed with the execution, and the team made a lasting impression on 140 hungry soldiers. What began as another restaurant's last-minute fumble became a major win for Wayback Burgers.

More importantly, the experience demonstrated the power of relationships, preparation, teamwork, and confident leadership. Brittany didn't see a problem. She saw an opportunity to help, and trusted her team to make it happen.

That is leadership in action, and it is exactly the kind of leadership that makes the Wayback Family stronger.

2nd Annual Nine Patty Challenge and Touch-A-Truck

✱ **Wayback Burgers**
Newton, NJ



Wayback Burgers of Newton brought the community together for its 2nd Annual Nine Patty Challenge & Touch-A-Truck, hosted by local Franchise Owners Wahab and Laila Abbasi. The free, family-friendly event welcomed community members, families, and local first responders for an afternoon filled with food, fun and friendly competition.

A highlight of the afternoon was the signature Nine Patty Challenge, which featured first responders from the Newton and Hampton police, fire and EMS departments going head-to-head to see who could conquer Wayback's towering nine-patty burger. Following last year's victory by Hampton Fire and Rescue, the competition returned with plenty of excitement and community spirit.

Guests also had the opportunity to get an up-close look at emergency vehicles during the Touch-A-Truck experience. Local police, fire and EMS departments brought vehicles for families to explore, while attendees had the chance to take photos and meet the first responders who serve Newton and the surrounding communities.

For Wahab and Laila Abbasi, the event was about more than burgers and competition. As local residents and business owners, they are committed to creating opportunities for neighbors to connect and celebrating the people who make



Laila Abbasi
Wayback Burgers - Newton, NJ

the community special.

The Nine Patty Challenge & Touch-A-Truck reflects that commitment by bringing families together while recognizing the dedication of local first responders, educators and healthcare professionals. By opening their doors for a free community event, the Abbasis created an opportunity for Guests to enjoy an afternoon together, meet local heroes and show appreciation for the individuals who serve the community every day.

The event was a celebration of community connection, local pride and the people who help make Newton a great place to live.



Why Your Restaurant's Music Matters More Than You Think

By: Kurt Oleson – FSR Magazine

Your menu feeds your guests; your music keeps them coming back for more.

Step inside your favorite restaurant or bar and think about what makes it memorable. The food and drinks may be excellent, but the atmosphere—that hard-to-describe feeling when you walk in—is what makes people want to stay, come back, and bring friends. While lighting, décor, and digital displays all play a role, there's another ingredient that can make or break that atmosphere: the music.

Music isn't just background noise—it's an emotional connector that sets the tone for a night out, communicates your brand personality, and even influences how long guests linger. A well-known Gant study found that when stores played background music matched to their brand, total sales rose by an average of 37 percent. For restaurants and bars, that can translate into customers feeling more relaxed and comfortable,

staying long enough to order that extra appetizer, dessert, or round of drinks, and experiencing a high-energy buzz during peak hours or a calmer, more intimate mood during quieter times.

First Impressions That Keep Guests Longer

The first few minutes of a customer's visit are crucial. Guests decide—often subconsciously—whether they feel comfortable enough to settle in. Music that fits your concept sends the right signal. If you're a sports bar, an energetic soundtrack can amplify the excitement. In a full-service restaurant, a well-chosen playlist can make the space feel sophisticated yet inviting. In a quick-service setting, the right music keeps service moving while maintaining a welcoming atmosphere. When music and digital signage work together, the experience is even stronger, with visuals setting expectations and music fulfilling them.

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Current *Cravings*

Limited Time Offers,
New Products, &
Upcoming Promotions



NEW PRODUCTS!

Korean BBQ Lineup

Turn up the flavor with our K-BBQ lineup, featuring the K-BBQ Burger, K-BBQ Crispy Chicken Sandwich, and the Kickin' Korean Tots, here for a Limited Time!



SEPTEMBER 18

National Cheeseburger Day

Single Cheeseburger for
\$3.50, one day only!



UNTIL JANUARY 2027

New Featured Shakes

Pumpkin Churro & Caramel
Crème Brûlée!



UNTIL DECEMBER 27

Fall Football

Every Sunday, \$20 off all on-
line orders of \$100 or more.