



End-to-End Dining Experience Guide

The End-to-End Dining Experience Guide is your pathway to providing a great guest experience. Enjoy consistency with service and the upmost reliability with your dining operations.

Standardization of meal setup and breakdown as well as providing additional signage and labeling will help to streamline the guest experience as it relates to food service at your restaurant, streamlining and standardizing these processes will promote regularity and work toward a consistent and positive guest experience.

There are three main elements to a fantastic dining experience:

- Engaging Atmosphere
- Exemplary Service
- Consistent Experience

Engaging Atmosphere

Establish the mood

One of the greatest attractions to a restaurant is the aura and ambiance that your space conveys – the “mood.” The mood is set by the décor on the walls, the music being played, candles on the table, etc. Your restaurant conveys its own distinctiveness and individuality to enhance the serenity and imagination of its guests. The goal of every meal service would be to further those sensations and thus provide a lasting experience.

Cleanliness

We believe, as you do, that providing a clean space is necessary to upholding your establishment’s values. Beyond the dining area, your bathrooms, kitchen, storage areas, etc. all need to be clean. Not only free of clutter, but also free of dirt, grime, dust, and other filth that could cause health issues or general disgust from your guests. Ensure the following are cleaned prior to, during, and post client service:

- Dining area (floor, lamps, windows, tables, wall art, etc.)
- Bathroom (Should be cleaned and restocked at least twice a day)
- Kitchen (counter tops, dish area, glass and tableware, cutting boards, etc.)
- Storage areas (Must be organized and easily accessible for guests)

Prior to Guest Arrival

One of the ways that your guests will be engaged while interacting with your dining space occurs through the stress-free and creative environment that is created prior to the guest walking into the room. Clutter or perceived disorganization will hamper the calmness and serenity the guest hopes to achieve.

There are many standards and procedures that can be put into place to help streamline the guests’ experience and also the servers’ interaction with your facilities.

Preparing the Space

The space will obviously change and be adapted to the needs of the group at hand. However, certain service standards must be conveyed to those visiting your restaurant regardless of the Host or Chef.

- Table/s will be completely set prior to the guests' entrance.
- Dishware must be wiped and placed and silverware must be rolled in napkins.
- Glassware must be sanitized, wiped and identified by place setting or diner.
 - This prevents waste, discarding or rewashing, and mix-ups.
- All serving utensils must be accounted for and designated prior to service.
 - Chaffing dishes, serving utensils, waste bowls for shells, pods, and other food waste.
- Prior to service a walk-through should be done.
 - Is the space clean?
 - Are footpaths and traffic areas clear of clutter and debris?
 - Are necessary place settings and dishes marked as needed?
 - Is the kitchen area ready for service?
 - Are the bathrooms labeled clearly, clean and ready for use?

Are meal breakdown procedures in place well before meal has ended?
- Inventory Log Book: This log can be kept in the kitchen or dining area. Its function is to provide a guide while ensuring inventory standards of the dining area are noted and upheld. This log can be housed in a standard 3-ring binder and should include:
 - Glassware counts
 - Dishware counts
 - Silverware counts
 - Counts on serving vessels and utensils

Counts should be taken before and after service. Any loss or breakage should be noted in the logbook.

In addition to a tally of necessary dish and glassware, this log should also serve as a location guide to ensure that plate and dishware is located and replaced periodically throughout day. This log book location should correspond to labeling in designated storage areas. Issues arising from setup and preparation of the dining room can also be noted in the logbook.

Exemplary Service

The guests of your restaurant deserve an experience that echoes the beautiful surroundings of your facility. This can come from a creatively organized introduction to the space and from implementing time or labor saving procedures that all guests can take part in.

Coursing

This term encompasses any replacing, clearing or replenishment of utensils, proper dish and glassware, food, etc., during dining service.

- Is there a salad fork?
- Is this being cleared when the salad course ends?
- Is silverware being replenished or reused?
- Is dishware?

Coursing has an important role during service in that it engages the diner in the timing of a meal while promoting organization and forward thinking of those serving.

While Dining

- Are drinks being replenished?
- Is the table being maintained and monitored throughout the meal?
- Is anyone checking on the diners?
- What if a customer needs something?

All of these questions will come into play depending on the occasion and service standards of the meal. During this time any service or available kitchen staff should be preparing for post-meal.

- Coffee/Tea service
- Dessert
- Waste receptacle
- Dish area

Consistent Experience

Post Meal

As the dining ends guests will need to experience that same enthusiasm and positivity that you portrayed when they first walked in.

- Ask them again if they enjoyed their food and overall dining experience
- Thank them for dining with your establishment and ask them how you can make their experience better the next time
- Reiterate directions to the restrooms
- Invite them back and inform them you are looking forward to seeing them again
- Allow the guests to leave with the last sight of you being a smile