

“Learn the rules like a pro so
you can break them like an
artist”

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ASB HOSPITALITY



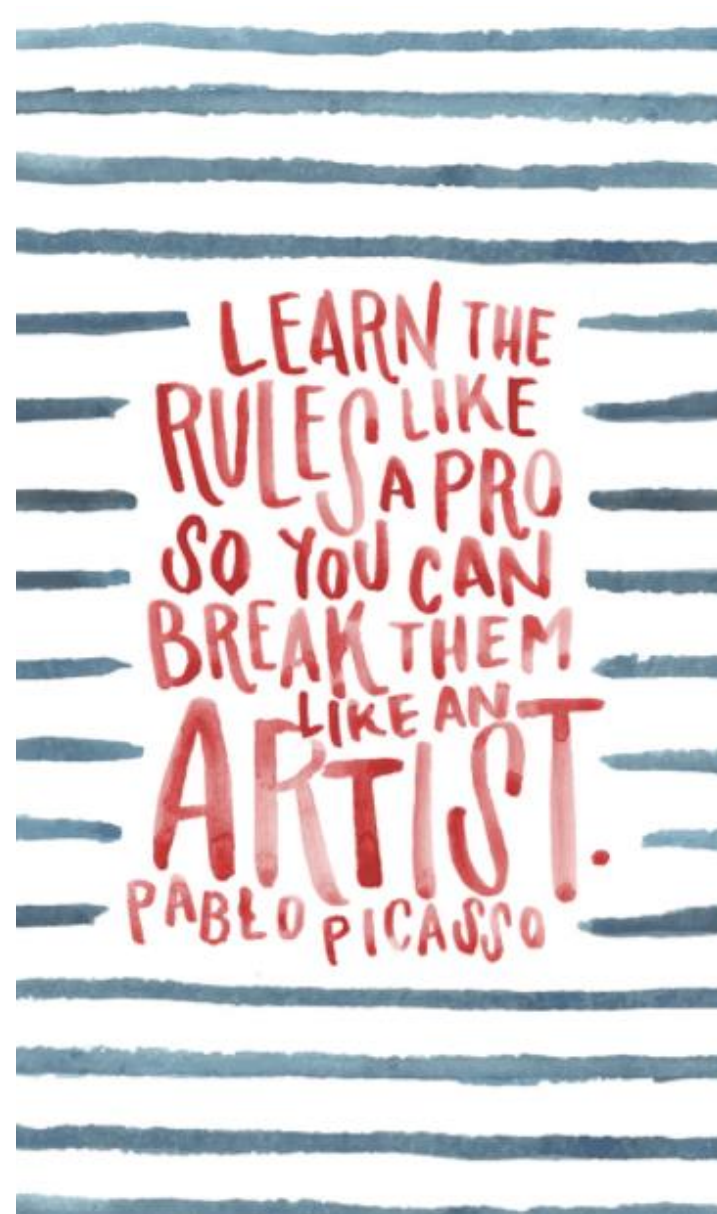
ASK
ITALIAN





Learning Objectives

- Know the Rules
Standards
- Customize the Rules
Personalization &
Relationships
- Break the Rules
Exceptional Moments





**KEEP
CALM
AND
KNOW THE
RULES**





Kale Caesar

#science





Steps of Service
House Grill Steps of Service

Sequence of Service	Position in order of Priority		
1 Take Reservation N/A : we do not accept reservation in the HG.	Host		
2 Greet Guest "Good Morning/ Good Afternoon/ Good Evening welcome to the House Grill" "How many people will be joining you?"	Host/ Server/ Server Assistant		
3 Seat Guest Lead guest to the table based on server rotation or guest preference Pull out chair for member when possible Once member has seated preset menus OPEN when possible Let member know ___ server will be right with them Remove all extra place settings from the table and place in the appropriate place.	Host/ Server/ Server Assistant		
4 Greet Table Ask for member # and last name Offer water	Server/MOD		
5 Delivery Bread/Olives (Dinner Service ONLY) Bread, Olives, EVOO will be delivered to the table unless request otherwise	Busser/ Server		
6 Take Drink Order Write order down and repeat to member to ensure accuracy Explain the 2 specials for the night and the SOD(Dinner Only)	Server/MOD		
7 Deliver Drinks All beverages will be delivered on a tray serve open-handed to member with cocktail napkin for all drinks other than water.	Server/MOD		

8 Take Food Order Orders will be written down with seat #'s labled Repeat order back to guest to ensure accuracy Check for allergies and preferences on the orders *If there is an allergy server must fill out STOP ticket	Server/MOD		
9 Mark Table Prepare table for meal. For steak entrée's place Steak knife, Soup; soup spoon etc. Clear any unneeded items from the table **Everything they need nothing that they don't	Server/Busser		
10 Deliver Food Children's food will be brought out as soon as it is ready Food will be delivered all together unless the guest has requested differently Food will be served open-handed to members Do not auction off the food but do confirm the food as you are placing the food down. After all food has been delivered check to see if the member would like anything right away	Server/Busser/MOD		
11 Quality Check Within 5 min of delivery of the food check in with table to see if they are enjoying the food and if temperatures are correct **Table Maintenance** check to see if any trash or extra plates can be removed. Neat & Tidy	Server/MOD		
12 Clear Table Once all members have finished their meals you can remove the dishes. Everything should be removed at this point except drinks and napkins. Remove large plates 1st, do not stack plates in front of members Use a tray to remove unwanted glassware and silverware that be left.	Busser/Server/MOD		

13 Present Dessert Menus Menus always presented If member declines menu you do not need to leave on table	Server/MOD		
14 Offer After Dinner Drinks Write down order and repeat to ensure accuracy	Server/MOD		
15 Take Dessert Order Write down order and repeat to ensure accuracy Mark Table with the appropriate silverware needed to food and drink	Server/MOD		
16 Delivery Drinks/Food Delivery after dinner drinks and food together unless member requests otherwise If needed delivery drinks before desserts	Server/Busser/MOD		
17 Quality Check Check in with member to see if they are enjoying desserts and drinks Offer refills on any coffee or teas	Server/MOD		
18 Present Check Use members name when delivering the check Thank the member for joining us tonight Offer any of the coffees or teas to go	Server/MOD		
19 Clear Table Remove everthing from the table that is no longer needed	Busser/Server/MOD		
20 Bid Farewell Use members name when know Thank the member for joining us tonight	ALL		
21 Reset Table Remove remaining items with tray wipe down the table and chairs Set with appropriate silverware and glassware	Busser/Server/MOD		

Items to consider when clearing a table

1. Consolidate
2. Efficient action
3. Inventory the table
4. Keep disturbance to a minimum
5. Members have everything they need and nothing they don't
6. Pre-clearing
7. How do you hold a plate
8. First plate to pick up should be the largest, flattest plate with the least amount of food
9. Remove any silver from this dish and put on a "collection plate"
10. Repeat as needed moving from largest to smallest
11. Right hand can be used for wares, sugar caddies, S&P, bread baskets
12. How to hold napkins
13. Distribute weight
14. Plate with largest amount of food cannot be stacked
15. Once dishes are removed return with a tray to remove glasses
16. Always use open handed service
17. Secure your arm tuck elbow at hip into waist
18. Stack plates in hand away from table
19. Never stack in front of the guest
20. Never hand glass or dishes where they have touched the members mouth
21. Never reach across a member
22. Wait till everyone is finished
23. We can break standard... if members has pushed plate to one side
24. If silver is on or touching the plate you may slide it onto the plate.
25. If silver is not touching plate it needs to be removed in a separate sweep
26. If multiple silver ware items are in close proximity you may gather in one hand and remove in one motion
27. Always remove silver that is not needed
28. Never scrape food from one plate to another
29. Stack identical plates together when possible
30. Only carry what you feel comfortable with
31. Never leave dirty dishes in the service station
32. We can use as many of the team to clear as needed as long as we are not intrusive
33. Air Lift clearing maybe used in some instances
34. Full hands in and full hands out
35. Practice team work and have fun



ONE

WAY





What Are the Rules?

- Restaurant 101
- Seating strategy
- Dress code
- Reservations
- Age Rules
- Etiquette
- Sequence of Service
- Hours of Operation
- Food Storage
- Stock Rotation
- Wine Terms & Service
- Sanitation
- Cooking Terms
- Use of Kitchen Equipment
- Knife Skills
- Internal Cooking Temperatures
- Food Safety
- Alcohol Service
- Human Resources
- Safety and Security
- F&B Presentation
- Uniform



**KEEP
CALM
AND
BEND
THE RULES**

What defines a great service
experience?

Zappos
•com

amazon

PIEOLOGY[®]
— THE STUDY OF CUSTOM PIZZA —

CAVA

Customization
of the Rules

Share a *Diet Coke* with

AZW





The Customization/Standard Confusion...



“I know how Mr. Epstein likes his Cosmo so I don’t need to follow the standards”



“My members like the way I make a Cosmo”



“I have always served Cosmos this way”



“I like my Cosmo with extra sauce, that’s why I make it that way”



“I work back of house this does not apply to me”



The only person who can change the rules is the guest

Emotional Customization

On a scale of Kanye to Kanye, how r u feeling?





It's all about..



**KEEP
CALM
AND
BREAK
RULES....**



HAWAII DRIVER LICENSE

NUMBER 01-47-87441

DOB 06/03/1981 EXP 06/03/2008

HT	WT	HAIR	EYES	SEX	CTY
5-10	150	BRO	BRO	M	0

ISSUE DATE	CLASS	RESTR	ENDORSE
06/18/1998	3		

McLovin



McLOVIN
892 MOMONA ST
HONOLULU, HI 96820





Breaking the Rules

W₄ I₁ L₁ L₁

Y₄  U₁

M₃ A₁ R₁ R₁ Y₄

M₃ E₁

Breaking the Rules

A fishing rod is positioned vertically on the left side of the frame, extending from the bottom to the top. A lure is attached to the rod, hanging just above the water's surface. The background consists of a vast ocean under a dramatic, cloudy sky at sunset or sunrise. The text "Breaking the Rules" is centered in the middle of the image in a white, sans-serif font.

Breaking the Rules

Breaking the Rules




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**THERE IS NO EXCEPTION
TO THE RULE THAT EVERY
RULE HAS AN EXCEPTION**

JAMES THURBER

Thank you for listening, IMUA & Keep in touch!

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 @awhittley

Further Reading:

- Setting the Table – Danny Meyer
- The Underground Culinary Tour – Damian Mogavero
- Quench your own thirst – Jim Koch
- Pour your heart into it – Howard Shultz
- The Power of Habit – Charles Duhigg
- Best Practices Are Stupid – Stephen M. Shapiro
- What got you here won't get you there – Marshall Goldsmith
- The One Thing – Gary Keller
- Believe it to Achieve it - Brian Tracy
- Originals – Adam Grant







Cell Phone Policy

Tri Branded Hotels – Why not tri branded
restaurants

Room of the future - tech

wawa

Fish On!



Breaking the Rules