

E A T A L Y

BREAD SERVICE

RESTAURANT SERVICE STANDARDS

What challenges do you face with bread service?

The Challenge...

Challenge

- Guests generally expect bread with their meal
- They can be easily misconstrued
 - cost vs. complimentary
- Sometimes you don't find out the issue until the end of the meal



What we can do...

- Be very clear on our offerings and service standards
- Answer the questions being asked
 - Questions are not inherently objections!

Bread Service – The Standards

After collecting the food/beverage order and dietary restrictions, the server/bartender asks if the guest would like bread with their meal.

- “Would you like bread with your meal?”

If yes...

- “We have our bread options here on the menu, I like the _____. Which would you prefer?”

If a guest requests more bread, it must be rung in

- “I’d be happy to order you another basket of bread”
- Olive oil may be refilled without charge

* * Any complaints about being charged for bread must be communicated to the manager before processing payment

Server highlights the section of the menu and describes the offering

Server rings the order in the POS

Execution:

Rustico – prepared by Table Support or kitchen (depending on store)

Specialty – prepared by kitchen

Table Support or Server delivers the bread to the table and pours olive oil tableside

Rustico Breadbasket – Be Prepared

Recipe

- 4 slices of bread cut 1-inch thick by hand
- Place in basket
- Serve with 0.25g of Olitalia evoo poured tableside
 - Balsamic and parmigiano by request only

Quality Assurance

- We cannot serve stale bread (and we want to avoid waste)
- Bread is cut in small batches and throughout service
 - Recommended enough for 30% of tables
 - First batch should last two turns
 - Prepped bread is stored in a basket, covered with a napkin



Let's Practice!

Bread service