

E A T A L Y

# DESCRIBING FOOD

RESTAURANT SERVICE STANDARDS

Why is it important to be descriptive  
when talking about food?

What is the consequence if we do not describe food deliciously?

# Example: Pizza Napoletana

...our pizza is Neapolitan style, meaning that it is baked in an oven with high heat so that it burns on the bottom. The water in the toppings make the pizza soggy and wet in the center with a chewy crust.

...our pizza is Neapolitan style, meaning that it is baked for a short period of time in an oven with extremely high heat. This creates a soft, thin center with a charred, yet doughy crust. We top our pizzas with fresh ingredients, which makes the center nice and juicy.

# Food Description – Best Practices

## Highlight the Value

- Was it made a special way?
  - Homemade or handcrafted
  - Braised for X hours
  - Charred, grilled, roasted, etc.
- Is there a special ingredient?
  - “Mushroom” vs. “King Trumpet Mushroom”
  - “Steak” vs. “Grass-finished ribeye”
- Is there a specific brand to highlight?
  - Afeltra pasta
  - ROI Olive Oil

## Description vs. Recipe

- Recipe is every ingredient
  - Helpful when addressing allergens
  - Calamari Fritti Con Zucchini - Squid, vegetable batter, zucchini, sea salt, lemon, flour mix, eggs, oil
- Description is the key components of the dish
  - Best for describing and selling items
  - Calamari Fritti Con Zucchini –  
A lightly battered fried calamari served with lemon aioli

**Pro Tip!** Our menus typically have these descriptors. Review all menus and let them guide how you describe dishes!

# Food Descriptions – This, not that...

Dish	Words to use...	Words NOT to use...
Pizza Napoletana	Soft center, charred	Soggy, wet, burnt
Pasta al dente	Al dente, firm, has bite	Not cooked, hard
Cacio e Pepe	Rich, creamy	Salty, strong
Arancini	Crispy outside, cheesy textured inside	Hard outside, sticky inside
Truffles	Earthy, nutty, savory	Dirty, salty

# Food Description Word Bank

Describing Taste			Describing Texture		
Acidic	Fresh	Sharp	Airy	Crusty	Juicy
Bitter	Fruity	Smoky	Breaded	Delicate	Moist
Bittersweet	Full-bodied	Sharp	Buttery	Doughy	Silky
Briny	Herbal	Spicy	Chewy	Fizzy	Soft
Citrusy	Nutty	Sweet	Creamy	Flaky	Sticky
Cooling	Rich	Tangy	Crispy	Fluffy	Smooth
Earthy	Robust	Tart	Crumbly	Gooey	Succulent
Fiery	Savory	Woody	Crunchy	Hearty	Tender
	Zesty			Velvety	

## Challenge:

Select 3 words from the word bank and see how many times you can use them as you describe menu items to your guests!

## Examples:

Burrata – a soft yet firm outside filled with creamy and spreadable stracciatella cheese

Pappardelle al Ragu di Funghi – a fresh, long pasta, with a savory and earthy mushroom sauce

Arancini – a ball with a crispy breaded outside filled with gooey cheesy rice inside

Aperol Spritz – a crisp, cool, and bubbly beverage with bittersweet flavors.

# Let's Practice!

Describing Food

## vini italiani

BOLLICINE   SPARKLING	GL	BT
Prosecco, Ronco Belvedere,   Veneto	14	56
Prosecco Rosé, Villa Sandi,   Veneto	14	56
Lambrusco di Sorbara Vecchia Modena, Cletto Chiarli,   Emilia-Romagna	14	56
Lambrusco di Modena, Cantina della Pioppa   Emilia-Romagna	14	56
Moscato D'Asti, Piazco,   Piemonte	15	60
Trento DOC Brut, Ferrari   Trentino	17	68
Franciacorta Rosé alla Moda, Monzino Compagnoni   Lombardia	16	64

BIANCHI   WHITE		
Verdicchio dei Castelli di Jesi Classico, Umani Ranchi   Marche	15	60
Lugana I Frati, Ca dei Frati   Lombardia	16	64
Fiano di Avellino, Mastroberardino   Campania	17	68
Pinot Grigio 'Ramato', Le Vigne di Zamo   Friuli	20	80
Gavi di Gavi, Fontanafredda   Piemonte	18	72
Lamelle Chardonnay, Il Borro   Toscana	20	80

ROSATI   ROSÉ		
Rosé, Planeta   Sicilia	14	56
Negroamaro "Calafuria", Tormaresca   Puglia	15	60
Il Casanova di Rosé, La Spinetta   Toscana	16	64

ROSSI   RED		
Montepulciano d'Abruzzo, Le Salere   Abruzzo	15	60
Sherazade, Donnafugata   Sicilia	16	64
Dolcetto d'Alba, Borgogno   Piemonte	16	64
Aglianico del Vulture, D'Angelo   Basilicata	16	64
Cabernet Sauvignon I Perazzi, La Mozza   Toscana	16	64
Montefalco Ziggurat Rosso, Tenuta Lunelli   Umbria	16	64
Barbera d'Asti, Dante   Piemonte	17	68
Chianti Classico, Certosa di Belriguardo   Toscana	17	68
Pinot Nero, Cantina Bolzano   Alto Adige	18	72
Serralunga d'Alba Barolo, Fontanafredda   Piemonte	25	100

### VINI REGIONALI

Grillo Chardonnay, Allumea   Sicilia	glass 12   carafe 29
Nero d'Avola 'Asmodeus', Poggio Anima   Sicilia	glass 12   carafe 29
Grillo della Timpa, Feudi Montoni   Sicilia	glass 16   bottle 64
Etna Rosso 'Norma', Cantine Valenti   Sicilia	glass 16   bottle 64

Sicilian O.F. Bourbon, Avena Amaro, Simple, Orange Bitters	17
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## seasonal sips

Turista	17	Salted Strawberry Drop	19
Privatier New England White Rum, Campari, Ginger Beer, Lime		Vodka, Aperol, Pullini Limoncello, Salted Strawberry, Lemon	
Tequila 75	18		
Tequila, Passion Fruit, Prosecco, Lemon			

## cocktails

Bellini	15	Luxardo Espresso Martini	18
Prosecco, Moscato, Peach		Luxardo Espresso Liqueur, Vodka, Espresso	
Limoncello Spritz	16	Malfy Gin & Tonic	19
Pullini Limoncello, Prosecco, Fever Tree Club Soda		Malfy Gin, Fever-Tree Tonic, Lemon, Herbs	
Aperol Spritz	16		
Aperol, Prosecco, Club Soda			

## zero proof

Hibiscus Soda	14	LimonZero Spritz	16
Hibiscus Tea, Pomogranate, Lemon, Club Soda		Pullini Limoncello, Club Soda	
Lucano Sour	14	Peroni, Nastro Azzurro Zero	9
Amaro Lucano N/A, Mint, Lemon		Italian Non-Alcoholic Lager	

## birre

Standard Cider, Hudson North	9	Norweald, Banded Brewing	15
Hard Cider   5.0% abv   Newburgh, NY		Stout   6.5% abv   Biddeford, ME	
Ambrata, Menabrea	11	Quinoa Beer, Meli	15
Amber Lager   5.0% abv   Piemonte		Gluten Free Ale   4.4% abv   Concord, NH	
House Lager, Jack's Abby	11	Nastro Azzurro, Peroni	9
Helles Lager   5.2% abv   Framingham, MA		Lager   5.2% abv   Italy	
Punch Bowl, Dorchester Brewing	13	Whisker'd Wit, Beer'd Brewing	11
Fruited Sour   4.9% abv   Dorchester, MA		Witbier   5.2% abv   Stonington, CT	
Santilli, Night Shift Brewing	13	60 Minute, Dogfish Head	12
IPA   6.0% abv   Everett, MA		IPA   6.0% abv   Milton, DE	
Featured IPA, Long Live	15	Substance, Bissel Brothers	15
New England IPA   Boston, MA		New England IPA   6.6% abv   Portland, ME	

## bibite

Sparkling or Still Water	8	Sparkling Sanpellegrino*	6
San Benedetto   25 fl oz		Lemonade, Blood Orange   11 fl oz	
Italian Sodas, Lurisia	5	Classic or Sugar Free	5
Chinotto, Gassosa   9.3 fl oz		Italian Cola, Molecula   12 fl oz	

# LA PIZZA & LA PASTA

**FOCACCIA PALERMITANA**  
Sicilian-Style Pizza, Muttu Tomatoes, Oregano, Granarolo Pecorino Romano DOP, Riccoli Anchovies

9

**PANE RUSTICO**  
Rustic Bread, Olitalia Extra Virgin Olive Oil

5.5

**FOCACCIA BIANCA**  
Focaccia, Rosemary, Olitalia Extra Virgin Olive Oil

8

## antipasti

**ARANCINO**  
Crispy Risotto Scotti Rice, Pork & Beef Ragù, Green Peas, Agriform Parmigiano Reggiano\* DOP, Housemade Mozzarella

15.5

**BRUSCHETTA SICILIANA**  
Toasted Sourdough Bread, Whipped Calabro Ricotta, Castelvetrano Olives, Sun-Dried Tomato Pesto, Almonds, Fried Zucchini, Granarolo Pecorino Romano DOP

17.5

**PROSCIUTTO E MELONE**  
Ferrarini Prosciutto di Parma DOP, Cantaloupe

25.5

**POLPETTE AL POMODORO**  
Housemade Pork & Beef Meatballs, Muttu Tomato, Agriform Grana Padano DOP, Focaccia alla Pala

22

**CALAMARI FRITTI E ZUCCHINE**  
Crispy New England Squid, Fried Zucchini, Lemon, Aioli

24

**MORTADELLA E PISTACCHIO**  
Roognotti Mortadella IGP, Pistachio Pesto, Toasted Sourdough Bread

16

**PROSCIUTTO CRUDO DI PARMA**  
Ferrarini Prosciutto di Parma DOP, Mixed Olives

19.5

**BURRATA ALLA CAPRESE**  
Housemade Burrata, Heirloom Tomatoes, Cherry Tomato Coulis, Olitalia Extra Virgin Olive Oil, Basil

27.5

**TAGLIERE SALUMI E FORMAGGI**  
Chef's Selection of Italian Cured Meats & Cheeses, Burrata, Bruschetta, Apricot Mostarda, Seasonal Fruit

39

## verdure

**CAPONATA DI MELANZANE E RICOTTA SALATA**  
Sicilian Caponata, Toasted Pine Nuts, Basil, Ricotta Salata, Toasted Sourdough Bread

14

**MELANZANA E POMODORINI**  
Fried Eggplant, Cherry Tomatoes, Arugula Pesto, Breadcrumbs, Fresh Basil

14

**PATATA FRITTA**  
Fried Hand-Torn Russet Potatoes, Mediterranean Sauce, Fresh Herbs, Sea Salt

11

**BROCCOLINI**  
Scattered Broccolini, Garlic, Chili Flakes, Lemon

14

## insalate

**INSALATA CESARE**  
Gem Lettuce, Pecorino Vinaigrette, Garlic Breadcrumbs

18

**INSALATA RUCOLA**  
Wild Arugula, Heirloom Tomatoes, Agriform Grana Padano DOP, Lemon Dressing

17

**INSALATA PANTESCA**  
Heirloom Tomatoes, Baby Spinach, Cucumber, Steamed Potatoes, White Balsamic Dressing, Taggiasca Olives, Capers

19

**INSALATA DI BARBABUETOLE**  
Little Gem Salad, Roasted Beets, Sicilian Pistachio Pesto, Orange

19.5

**add** Mozzarella v \*8 | Burrata v \*10 | Grilled Chicken \*9  
Poached Shrimp \*12 | Grilled Steak \*15

\*May be served or contain raw or undercooked ingredients. Please inform your server of any allergies or dietary restrictions. Some cheeses may contain animal rennet. The consumption of raw or undercooked eggs, meat, poultry, seafood or shellfish may increase your risk of foodborne illness.

v vegetarian vG vegan GF gluten-friendly



## pasta fresca

**RAVIOLI DI MELANZANE** 28  
Eggplant Ravioli, Agriform Parmigiano Reggiano® DOP Fonduta, Mutti Tomato, Basil Pesto

**CASARECCE AL PESTO DI PISTACCHIO** 29  
Housemade Bronze-Extruded Casarecce, Crunchy Pistachio Pesto, Wild Gulf Shrimp, Lemon Zest

**GNOCCHI AL PESTO** 25.5  
Housemade Potato Gnocchi, Basil Pesto, Granarolo Pecorino Romano DOP

**QUADRATI RICOTTA SPINACI** 24.5  
Housemade Spinach & Calabro Ricotta Filled Pasta, Butter, Agriform Grana Padano DOP, Sage

**LASAGNE EMILIANE** 26.5  
Housemade Lasagna, Pork & Beef Ragù alla Bolognese, Béchamel, Agriform Grana Padano DOP

**TAGLIATELLE ALLA BOLOGNESE** 29.5  
Housemade Tagliatelle, Pork & Beef Ragù alla Bolognese, Agriform Parmigiano Reggiano® DOP

**FETTUCCINE 'ALFREDO' BURRO E PARMIGIANO REGGIANO® DOP** 32  
Housemade Fettuccine, Butter, Agriform Parmigiano Reggiano® DOP

## pasta secca

*Afetra pasta made in Grogano, Napoli, served al dente*

**SPAGHETTO AL POMODORO** 23  
Afetra Spaghetti, Così Com'è Datterino Tomatoes, Rai Extra Virgin Olive Oil, Sea Salt, Basil **VG**

**SPAGHETTO AL POMODORO E BURRATA** 32  
Afetra Spaghetti, Così Com'è Datterino Tomatoes, Burrata, Rai Extra Virgin Olive Oil, Sea Salt, Basil **V**

**BUCATINI CACIO E PEPE** 27  
Afetra Bucatini, Granarolo Pecorino Romano DOP, Freshly Ground Black Pepper

**LINGUINE ALLO SCOGLIO** 36  
Afetra Linguine, Pri Musels, Manila Clams, Wild Gulf Shrimp, Mutti Tomato, Chili Flakes, Extra Virgin Olive Oil

**PENNE ALLA NORMA** 26  
Afetra Penne, Mutti Tomato, Fried Eggplant, Zero Ricotta Salata, Basil, Olitalia Extra Virgin Olive Oil

**BUSIATE ALLA TRAPANESE** 27.5  
Busiate Siciliane, Cherry Tomato-Almond Pesto, Basil, Granarolo Pecorino Romano DOP, Toasted Almonds

## secondi

*a selection of classic Italian dishes curated for the season*

**POLLO ALLA MILANESE** 34  
Crispy Breaded FreeBird Chicken Breast, Wild Arugula, Agriform Grana Padano DOP, Mediterranean Sauce, Lemon

**SALMONE ALLA PIASTRA** 36  
Pan-Seared Norwegian Salmon, Mixed Lettuce, Watermelon Radish, Carrots, Herbs, White Balsamic Vinaigrette **GF**

**COUSCOUS CON FRUTTI DI MARE** 41  
Traditional Couscous, PEI Musels, Manila Clams, Wild Gulf Shrimp, Cod, Citrus Zest, Toasted Almonds, Mint

**TAGLIATA DI MANZO\*** 43  
Grilled Double R Ranch NY Strip, Balsamic Cipollini Onions, Salsa Verde, Fried Russet Potatoes, Rosemary

**SPIEDO DI MANZO E VERDURE** 38  
Marinated Beef Tenderloin & Vegetable Skewers, Mixed Salad, Red Wine Vinaigrette **GF**

**FRITTO MISTO DI MARE** 38.5  
Crispy Fried New England Squid, Shrimp, Market Fish, Carrots, Zucchini, Lemon Aioli

## pizza

ROSSOPOMODORO

· CHOOSE YOUR DOUGH ·

· LEGGERA +\$4 ·

*Blend of rice, corn, and buckwheat flours. While this flour is gluten-free, our environment is not, meaning trace amounts of gluten may be present. Not certified for celiac disease.*

· REGULAR ·

*Eataly has teamed up with the experts from Rossopomodoro to bring you traditional Neapolitan-style pizza!*

**MARGHERITA VERACE TSG** 20  
San Marzano Tomato Sauce, Buffalo Mozzarella, Basil, Olive Oil

**MARGHERITA 'A RUOTA DI CARRO'** 22  
San Marzano Tomato Sauce, Mozzarella di Napoli, Basil, Olive Oil  
» add Burrata +10

**QUATTRO FORMAGGI** 22  
Smoked Mozzarella, Pecorino Romano DOP, Gorgonzola Dolce DOP, Grana Padano DOP, Olive Oil

**PIZZA MSC**  23  
San Marzano Tomato Sauce, Mozzarella di Napoli, Fried Eggplant, Shaved Ricotta Salata, Basil

**MASSESE** 23  
San Marzano Tomato Sauce, Mozzarella di Napoli, Spicy Salami, Basil, Olive Oil

**COTTO E FUNGHI** 23  
San Marzano Tomato Sauce, Smoked Mozzarella, Sautéed Mushrooms, Ferrarini Prosciutto Cotto, Basil, Grana Padano DOP, Olive Oil

**SALSICCIOTTA** 23  
San Marzano Tomato Sauce, Mozzarella di Napoli, Sweet Italian Sausage, Cremini Mushrooms, Basil, Olive Oil

**CALZONE CLASSICO** 23  
Ricotta, Mozzarella di Napoli, Ferrarini Prosciutto Cotto, San Marzano Tomato Sauce, Basil, Olive Oil

**CAPRICCIOSA** 24  
San Marzano Tomato Sauce, Mozzarella di Napoli, Cremini Mushrooms, Goat Olives, Ferrarini Prosciutto Cotto, Artichokes, Basil, Olive Oil

**DIAVOLA DOLCE** 25  
Mozzarella di Napoli, Ferrarini Spicy Salame, Whipped Ricotta, Hot Spicy Honey, Basil

**RIANATA** 25  
Cherry Tomatoes, Anchovies, Pecorino Romano DOP, Mozzarella di Napoli, Oregano, Garlic, Olive Oil

**BURRATA E PROSCIUTTO** 29  
San Marzano Tomato Sauce, Mozzarella di Napoli, Ferrarini 18-Month Prosciutto di Parma, Fresh Burrata, Basil, Olive Oil

**PROSCIUTTO E RUCOLA** 27  
Mozzarella di Napoli, Arugula, Ferrarini 18-Month Prosciutto di Parma, Grana Padano DOP, Extra Virgin Olive Oil

**SALUMIERE** 29  
San Marzano Tomato Sauce, Mozzarella di Napoli, Spicy Salami, Ferrarini Prosciutto Cotto, Sweet Italian Sausage, Basil, Olive Oil

**TARTUFATA** 30  
Urban Truffle Cream, Mozzarella di Napoli, Sautéed Mushrooms, Shaved Truffled Caciotta Cheese, Olive Oil

our partners

madeinitaly.gov.it



ITA\*



EATALY

## CELEBRATING ITALIAN EXCELLENCE WITH THE ITALIAN TRADE AGENCY

Eataly is proud to partner with the Italian Trade Agency to celebrate Italian excellence in the world of food and drink! This worldwide project aims to encourage a deeper understanding of Italian food and wine culture and biodiversity. We'll be focusing even more on the authenticity and traits that make our Italian food and wine products so unique.



Learn More



MSC Cruises brings European style, American comfort & the only Eataly at sea for a cruise experience beyond the ordinary. Scan the QR code to learn more about MSC Cruises and our limited-time offers.



Made according to a centuries-old recipe in the Po River Valley in Northern Italy, Grana Padano DOP is a staple in Italian cuisine. Every wheel is made with semi-skimmed, unpasteurized milk from cows raised in the specific geographic area with a controlled diet of fresh or stored forage and greens.



At Eataly, we use only Parmigiano Reggiano® DOP, made with raw, unpasteurized milk from local cows, according to traditional and artisanal methods. The dairies sourcing our cheese are based in Emilia-Romagna.