

E A T A L Y

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# OPENING SPIEL

RESTAURANT SERVICE STANDARDS

# What is the purpose of an Opening Spiel?

spiel (n): a speech, especially one that is long and spoken quickly and is intended to persuade the person listening about something

*Cambridge Dictionary*

# The Opening Spiel

Informs us of how much information or detail to share to ensure the experience suits the table's needs.

- Concept
- Menu
- Italian Food
- Type of service desired



# Opening Spiel – the process

1. Greet the table (within 2 minutes)
2. “Have you dined with us before?”  
“Have you been to \_\_\_\_\_ before?”

If no...

3. Welcome and thank them for dining with us
4. Explain the concept
5. Give a tour of the menu
6. Highlight activations – specials, seasonal items, icons, etc.

If yes...

3. Welcome and thank them for coming back
4. Give any reminders about service  
Highlight activations - specials, seasonal items, icons, etc.

# Opening Spiel - PIPA Examples

\*while smiling\* “Ciao e benvenuti! Welcome to La Pizza & La Pasta/Eataly Ristorante! Have you dined with us before?

## Guest has NOT been to PIPA before

Fantastic, welcome! It's such a pleasure to have you with us. My name is [Your Name], and I'll be taking care of you today.

Here at La Pizza & La Pasta, we celebrate the heart of Italian cuisine – from wood-fired Neapolitan pizza and perfectly al dente pasta to regional dishes crafted with the finest ingredients.

As you explore the menu, you'll find our Antipasti section – ideal for starting your meal. The \_\_\_ is especially great for sharing. For pasta, we offer a variety of styles, including pasta secca (dried), pasta fresca (fresh), and gnocci. I highly recommend the \_\_\_, a guest favorite.

Our pizzas are prepared in true Neapolitan style by Rossopomodoro, using traditional techniques and premium ingredients.

Lastly, we have our secondi, which are our selection of entrees – guests especially love the \_\_\_, though the \_\_\_ is another excellent choice.

I'll give you a minute to take a look, but in the meantime, may I start you with a glass of wine or perhaps an Aperol Spritz? And before you finish your meal, don't miss our house-made Tiramisu – it's the perfect finale!

## Guest HAS been to PIPA before

Ciao e bentornati! Welcome back to La Pizza & La Pasta/Eataly Ristorante – it's so great to see you again.

Today (if there's any specials or activations happening today, be sure to mention it here)

If you're in the mood to try something new, I highly recommend the \_\_\_ – it's become a recent favorite. And of course, the \_\_\_ is always a classic.

Can I start you off with something to drink? Perhaps a glass of wine or an Aperol Spritz? And if you're thinking about dessert later, our house made Tiramisu is still one of the best ways to end the meal.

### At a destination restaurant?

What are the details you should share with your guests?

# Let's Practice!

What's your opening spiel?