

ENA RESTAURANTS

Host Protocol

Q3

Host Protocol – ENA Restaurants Mentality

ENA RESTAURANTS MENTALITY

- **“IN EVERY JOB THAT MUST BE DONE THERE IS AN ELEMENT OF FUN”**
- **CREATE A MEMORABLE FIRST AND LAST IMPRESSION**
- **THE GUEST IS THE MOST IMPORTANT PERSON IN THE RESTAURANT**
- **MAKE YOURSELF AVAILABLE TO GUESTS:** Anticipate guest’s needs. Service all the guests with enthusiasm, promptness and attention to detail.
- **SHOW PERSONALITY, SMILE AND BE ENTHUSIASTIC**
- **USE THE 3/6 RULE:** The “3/6 rule” is the Eataly standard for guest engagement. Any employee who is within 6 feet of a guest must graciously acknowledge that guest with a smile and eye contact. When an employee is within 3 feet of a guest, they must verbally acknowledge them with a warm greeting such as, “hello” or “good evening” “ciao”. These small acts ensure the welcoming of our guests and allow us to be available to the guests’ needs and requests.
- **GUEST RIGHT OF WAY:** the guest should always be allowed to walk in front of and pass all employees.
- **BE HUMBLE - APPROACHABLE - CONFIDENT:** these three words define Eataly employees. With humility and appreciation, we serve our guests who have chosen to be at our restaurants. We provide an unparalleled dining experience through knowledge and respect.
- **SUCCEED IN ENTERTAINING:** Eataly’s secret of entertaining and hospitality is that we honestly make our guests feel comfortable and welcome, like in Italy! We serve all guests with enthusiasm, promptness and attention to detail, as well as provide a warm and friendly environment.

Attitude and the importance of being right

- **NO ATTITUDE:** No attitude is tolerated at any point in time, neither with coworkers, nor with guests. It is also pointless to argue with a guest. Doesn’t matter who is wrong, what matters is how we please the guest in the most productive way.

Host Protocol – Hospitality

EATALY HOSPITALITY CORE

- ❖ **CONVEY HOSPITALITY:** You are the first and last person the guest sees, so create a memorable first and last impression. Give a cheerful greeting with a sincere smile. **Every guest must be welcomed.** Be neat and clean in appearance. Possess a professional attitude. Be polite, courteous, sincere and gracious. Get the guest to like you!
- ❖ **THIS RESTAURANT IS OUR HOME:** Anyone who dine in our restaurant should never be referred to as a customer. They are guests in our “home” and should be treated as such.
- ❖ **APPEARANCE:** All employees are expected to maintain a level of personal appearance and hygiene consistent with Eataly’s image for front of the house employees working in full view of our guests.

GENERAL DUTIES:

- Maintains a professional image
- Maintains a professional working relationship
- Maintains proper phone etiquette
- Reservations management
- Confirming **ALL** reservations for the day and day after
- Maintains Host desk area free of clutter (drinks, cell phones etc)
- Enthusiastically engages guests upon arrival
- Manages waiting guests
- Update floor plan
- Designates table assignments
- Escorts Guests to assigned table
- Notifies manager of unhappy guests
- Performs assigned side work duties
- Assists managers as directed
- Bids farewell to departing Guests

Host Protocol – Host Team Structure

HOST TEAM STRUCTURE: Anchor, Runner, Updater

❖ ANCHOR

- Greet Guest
- Obtain Guests reservation name
- Adhere to greeting guests & host stand etiquette
- Properly quote the wait time to the guests and add them to the waitlist
- Use good judgment selecting a table by considering physical requirements the guest might have (ex disabled, infants, elderly...) and comfort
- Prints OT Chits with notes when the reservation has important notes such as: birthday, VIP, allergy, etc.
- Introduce Host runner by name to guest before they depart for table
- Work with Management
- Answer phone during service when necessary and maintain phone procedures guidelines
- Keep host stand area free of clutter (drinks, cell phones etc)
- Thank and bid farewell to departing guests

Must always remain at host podium.

❖ UPDATER

- Control flow of restaurant
- Efficiently update the floor
- Be aware of large groups and overloading servers or kitchen
- Provides OT chits to Server and Manager
- Communicate with Server and Manager if server must be double or triple sat
- Notifies manager of unhappy guests or eventual issues on the floor
- **Support guests seating**

❖ RUNNER

- Seat guest
- Adhere to seating Guests protocol
- Help transport beverages to table
- Take direction from Anchor
- Work with Management
- Answer phone during service when necessary and maintain phone procedures guidelines
- Keep host stand area free of clutter (drinks, cell phones etc)
- Direct guests to waiting area and restrooms

All Hosts must thank and bid farewell to departing guests

Host Protocol – Opening & Closing Duties

OPENING

- Review opening sidework checklist
- Set up Host Station and ensure it's clean and organized. Host stand must have the following:
 - OT tablets and chargers
 - Business cards and other advertising material (matches, postcards, etc)
 - Private Dining business cards
 - Paper for chit printer
 - Pens
 - Toothpicks
 - Hand sanitizer
- Check all menus and dispose dirty ones (let a manager know which should be reprinted if needed)
- Confirm **ALL** reservations for the day and day after
- Organize daily reservations
- Review VIP/special requests/ return guests
- Assign large parties and **VIP tables** (mgr involvement)
- Assign servers to floor sections

CLOSING

- Discard all unusable menus
- Organize host stand
- Store/charge iPads

Host Protocol – Phone Protocol

PHONE PROCEDURES

The telephone is the lifeblood of our business. Every time you answer a phone call, you represent the restaurant. You must project warm and friendly professionalism as well courteous.

When you pick up the phone, you should be able to:

- Know basic information about the restaurant
- Hours of operation for restaurant and bar
- Address, phone number and directions to restaurant
- Menu price range and description
- Do we take to go order?
- Do we deliver food?
- Concept spiel for restaurant
- Do we have private room? Do we take private parties?
- Name of Store GM, Restaurants GM, Executive Chef, Director of Events, Managers

Knows the correct answers:

- Do we have daily features?
- Do we have a lunch menu?
- Is the price the same at lunch?
- Do we sell gift cards?
- What do we do special for birthdays/anniversaries?
- What is the dress code?
- Where is the restaurant located?

ANSWERING ETIQUETTE

ALWAYS ANSWER THE PHONE BEFORE THE FOURTH RING

Speak clearly and politely. Master your hospitality.

Use positive terminology: “no problem”, “no”, are terminologies to avoid.

Answering:

“Thank you for calling (name of Restaurant), this is _____ how may I assist you?”

Answering to put someone on hold:

“Thank you for calling (name of Restaurant), this is _____ may I please put you on a brief hold?” WAIT FOR A RESPONSE – “Grazie”

Placing a Guest on Hold:

“May I please put you on a brief hold?”- WAIT FOR A RESPONSE - “Grazie”

Always WAIT for a response, then respond “Grazie” or “Thank you”

Thank guest for holding:

“Thank you for holding this is _____, how may I assist you?”

Host Protocol – Important Notes

CORKGAGE POLICY: We do not have a corkage policy, but we allow guests bringing wine bottles from different outlets (I.E Piazza). ***We do not allow guests buying wine at our wine shop and opening in our restaurant***

LARGE PARTIES

We are happy to accommodate parties up to 10 people guests. **For parties larger than 10, please get management involved.** The manager will determine if they can accommodate the party based on the business.

COUNTER

Our counters are incredibly important to our business.

Counters need to be sold! It cannot be offered as an option B, i.e “*Do you mind seating at our counter?*” is a polite inquire but it has a negative connotation. “*I have 2 beautiful seats in front of our pizzaoli*” has a very different perception.

STAGGER SEATING

It’s never ideal to seat a lot of guests at the same time and in the same section. We do not want to overwhelm servers and support team. It’s important to rotate the sections while seating guests. In the eventuality you are going to double or triple seats a server, you need to inform management beforehand and make sure he/she will properly greet the tables.

WAITING LIST

Guests on a waiting list need to be notified when their assigned table received their check. **NOT when the table is already empty.**

We allow a 5 minutes grace time to our guests after the text has been sent.

Always consider that we have other restaurants at Eataly and that you might lose a % of the guests.

If you see that we have more than 3 tables open in our dining room, you need to take new walk-ins.

RESERVATIONS

If we have a large group reservation, you are allowed to keep the table open for max **15 minutes**.

Host Protocol – General Rules

- Always greet guests immediately
- Guests should never hear table numbers. If you have questions about a table, be as discreet as possible.
- Do not ask a guest if a table is “okay”. If a guest asks to switch tables, ask them to please sit for a moment, then check with the Host at the front to see if it will work within the seating rotation.
- No chewing gum.
- Respect right hand traffic and rights of way. Customer and staff leading customers are always first priority, runners carrying food are second, bussers/servers carrying anything are third, and those with empty hands fourth.
- Stop personal conversations before guests reach the host stand.
- No personal cell phone calls during your shift, texting, or social networking.
- Always say please- i.e. “Please follow me” or “right this way, please”
- **NEVER leave the host stand unattended**
- Breaks it must be approved by a manager
- No drinks on top of the host stand
- Never get into a confrontation with a guest. Stay polite, be firm. If need be, alert Management