

E A T A L Y

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 gnocchi. 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?