

E A T A L Y

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SELLING DESSERTS &  
AFTER DINNER DRINKS

RESTAURANT SERVICE STANDARDS

What are your current struggles  
when trying to sell dessert or after  
dinner drinks?

# Suggestive Selling – A Reminder

## ★ To enhance the guest experience...

Who doesn't want to end their meal with something sweet and/or a digestivo or coffee?

We must sell in a way that is difficult for the guest to resist!

Selling dessert & drinks is NOT optional, it is a mandatory step of service.

The Foundation

## To make more money...

### Desserts

- Average cost: \$10
- 20% tip: \$2
- If you can sell 10 per shift
  - 1 shift = \$20
  - 5 shifts = \$100
- If 30 people can sell 10 per shift
  - 1 shift = \$600
  - 5 shifts = \$3,000

### Cocktails

- Average cost: \$16
- 20% tip: \$3.20
- If you can sell 10 per shift
  - 1 shift = \$32
  - 5 shifts = \$160
- If 30 people can sell 10 per shift
  - 1 shift = \$960
  - 5 shifts = \$4,800

The Benefit

Scenario: You ask 100 people if they want dessert or a drink, and only 10 say yes...



# Selling Dessert – The Technique

## What works...

After clearing the main course, approach the table with dessert menus in hand

- Hand a clean, crisp dessert menu to every guest
- Point out a specific item
- Make it sound delicious
- Offer a pairing of coffee or digestive
- Close the sale!

“Please see our dessert and after dinner drink selections on the menu. Our tiramisu is light, creamy, and the perfect amount of sweet. It pairs well with an espresso, or I have many digestivi options if you would prefer. Would you like some time to look at the menu?”

## What does NOT work...

Instead of bringing the menu, simply saying....

- “Would you like to see the dessert menu?”
- “Can I interest you in any dessert?”
- “Can I tempt you with dessert?”

All of these questions make it too easy for the guest to say “NO”

### Don't make it easy to say no!

- Would you maybe like 1 for the table?
- Maybe get a couple selections and share?

*But don't push TOO hard...*

# Selling Coffee & Espresso



- While digestivi will boost your check average, it is not always appropriate to sell
  - Read the guest and circumstance
- Coffee & Espresso always pair well with dessert (tea too!)
  - There is never a wrong time for coffee, espresso, or tea
  - Always offer, and add digestivi when appropriate
- Italians drink coffee *after* dessert
- Some prefer coffee *with* dessert
- We do not serve coffee *before* dessert (unless specifically requested, which will be rare)
- Ask the guest when they prefer their coffee - it's a nice touch!
  - “Would you prefer your espresso with or after your dessert?”
  - Then be sure to time making and running the coffee/espresso with the requested timing

# Dessert & After Drink Pairings

Dessert	After Dinner Drink	Why it's a good pairing
Tiramisù di Eataly	Vin Santo del Chianti Classico 2010, Poggio Salvi   Toscana	Dessert wines provide balance to the strong coffee flavor, and complement the overall dessert
Budino al Cioccolato	Moscato d'Asti "Briccotondo", Fontanafredda   Piemonte	Light and bubbly to cut the richness of the chocolate
Panna Cotta al Frutti di Bosco	Rosso 2019 (Cabernet Sauvignon, Merlot, Refosco), Le Vigne di Zamò   Friuli-Venezia Giulia	Rich and fruity to pair with the cream, fruit, and almond cookie
Amalfi	Grappa "Casta", Castagner   Veneto	A lighter fruitier grappa pairs well with dessert with a complex texture
Cannoli Siciliani	Amaretto or Prosecco: Shot of DiSaronno or Prosecco NV, Ronco Belvedere   Veneto	<u>Amaretto</u> : gives additional caramel nuttiness to complement cannoli <u>Prosecco</u> : Light bubbles balance the cannoli toppings, and provide a less sweet pairing

\*\*For destination restaurants, check with your beverage manager for recommended pairings

# Let's Practice!

Selling Dessert & After Dinner Drinks