



## **Server Training Guide**



## Welcome to Our Team

We welcome you to Mash'D and look forward to the opportunity to work with you. We recognize our employees as genuine, sincere, and our greatest resource. Our continued success in providing the highest quality made from scratch food, handcrafted and infused beverages, and tailored service to every Mash'D guest depends greatly on quality people like you. We want you to enjoy your time at Mash'D knowing we are committed to your success.

We hope you find your time with us to be an enjoyable and rewarding experience.

Once again, welcome to Mash'D!

Sincerely,

*David Kazarian*

*Jay Clark*

# OUR PLACE

## OUR VISION

TO BE THE BEST RESTAURANT GROUP IN AMERICA

## OUR MISSION

TO FIND AND FOSTER THE LOST ART OF HOSPITALITY WITH DEVOTED TEAMS, KILLER FOOD & BEVERAGE, AND KICK ASS AMBIANCE

## OUR CULTURE

MUTUAL ACCOUNTABILITY  
TRANSPARENT COMMUNICATION  
COMMITMENT VS COMPLIANCE  
TRAINING & DEVELOPMENT  
10 FOOT CIRCLE: GREET EM ALWAYS  
BE 1<sup>ST</sup>  
RANDOM ACTS OF KINDNESS  
ASK FOR AND GIVE HELP

## THE GUIDING PRINCIPLES:

1. ROADMAPS – OPEN, MID, CLOSE
2. LINE CHECKS – LIKE OUR SUCCESS DEPENDS ON IT
3. ACES IN PLACES – WHEN THEY ARE NOT, ISOLATE AND MOTIVATE
4. TOOLS – 100% PROVISION TO DELIVER OUR VISION AND MISSION
5. YELLOW PAD – SEE SOMETHING, SAY SOMETHING
6. LEADERSHIP – INVOLVED IN ALL TRAINING
7. RESTROOMS – WORLD CLASS CONDITION AT ALL TIMES – 30 MINUTE CHECKS
8. SCHEDULES – POSTED EVERY MONDAY
9. RED FLAG – 100% COMMIT'D TO HELP EACH OTHER AND GUESTS
10. PARTIES OF 9 OR MORE: REQUIRE ADDITIONAL SERVERS
11. MENU – ACCURATE & CLEAN EVERY TIME
12. 3D EXPO AND BAR – HEAD ON SWIVEL

# SERVICE STANDARDS (Until the guest leaves the building)

1. Greet Cards / Write down every order every time.
2. Bev Nap, Bev Nap Replacement
3. App Plates, Deliver & Disperse Immediately after ringing in appetizer
4. Replacement Linen when linen is dirty
5. Marking Tray to be used to replace silverware
6. Open Service- Body open toward guest
7. Pause, Smile, Say something. Do not drop and run.
8. Remove- "OK" From Vocabulary- "Is everything perfect?" (Fantastic, Great, Amazing!)
9. Don't defend our food. Don't ask, "is it okay if it comes with ...."
10. Know our iced t's. If some ask for Iced tea - offer pineapple lavender *Green tea low caffeine* or Black tea *(from India with Depth of flavor) high caffeine*
11. Mash'D Know and offer sauce options on Chicken Sandwich (buffalo, bbq, sriracha, wicked hot)

## Mash'D Service Expectations:

### Priorities of a Server

1. Greet & first round of drinks
2. Guest request
3. Hot food & cold food
4. Run Drinks
5. Pre-bus, bus & roll

### Three Tier Section:

1. My tables
2. My neighbor's tables
3. The entire restaurant

**Mutual Accountability**— *Making conscious decisions to do what needs to be done to better serve each guest.* Such as filling it before it is empty and cleaning it when dirty. We must all do what is best for the guest and treat each guest as our own. It's a philosophy that encompasses everything we do, polishing silverware, refilling ice, stocking

ramekins, greeting guests at the door, answering the phones, running one another's food and drinks, supporting teammates with a greet.

**Red Flag**—*Immediate action needed to better serve our guest.* Red Flag is a system we use to identify and avoid a problem before it happens. If you see a guest with empty drinks, plates pushed to the edge of table, barely touching their food, having a full plate, and not asking for a togo box, getting up to find server, etc. It is a Red flag. Follow up with table to make sure they leave 100% excited about us.

**Just Fill It**—*do not ask the guest, **just fill it**...*extra chips, pita, water, sodas... meet and exceed guests needs by doing things without being asked.

**Preemptive Service — Anticipate guests needs**

*Preemptive Service- doing anything you can without being asked.* Exceeding expectation (often unexpected by our guest), noticing and following through. Anticipating the needs of each guest. For example, hot towels when eating wings or ribs, extra plate for rib/wing bones, automatically splitting an item when two people are sharing, extra chips and bread for large groups eating guacamole or hummus. Chips running low. Bring them more! Our guests should never have to ask, and we should never have to ask...just fill it. Another form of silent service is utilizing pivot points and **never** auctioning off food.

## Mash'D Culture

Mash'D is Noble eats and Drinks. Where food is made from scratch, bar drinks are handcrafted, liquor is infused with fresh fruits, music is relevant, and our TV's create a relaxing ambiance enabling you to escape to your new "My Place". At Mash'D our people (our guests and our team) are the most important part of our day. Our Testimony which includes our guiding principles and culture enables us to meet and exceed the expectation of every guest that walks through our doors by restoring the lost art of hospitality

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**Red Flag**—*Immediate action needed to better serve our guests.* Red Flag is a system we use to identify and avoid a problem before it happens. It is also a sign that a fellow server needs help. If you see a guest with empty drinks, plates pushed to the edge to the of table, getting up to find their server - any behavior requiring immediate attention



**Just Fill It**—*do not ask the guest, just fill it...*extra chips, water, sodas... meet and exceed guests needs by doing things without being asked.

### Preemptive Service:

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**Immediate**—*as fast as you can.* Ask for help. Have you ever made less tips because you asked for help or got a manager involved? Very unlikely!



**Timely—Reading your guests.** Understanding what type of experience and what speed of service your guest is anticipating and pacing your service accordingly.

Initially understanding the timeline dictated by your guests will allow you to anticipate their desired speed of service.

**Own It**—taking personal responsibility for the specific needs of all our guests.

## **Mash'D Service Priorities:**

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## **Three Tier Section:**

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**Genuine Fast Greet—Immediate.** You see a greet card, you greet the table. **Do not walk past a greet.**

### **Drink times- As Fast as Possible**

Non-alcoholic beverages go out ASAP. Great servers know when to ask for help, mutual accountability by all!

### **Ring the Order into Aloha**

Slow down and get it right. **WRITE EVERYTHING DOWN.** This is a non-negotiable. Be sure to double and triple check each order and any special instructions. Our guests deserve to get what they ordered correct the first time.

### Proper Food and Drink Placement

Never auction drinks or food. The seat number system ensures you always serve the proper person the proper food. Always repeat any requests or modifications made by a guest when delivering food and drinks.

### Timely Quality Check

*After food or drinks are delivered to our guests perform a quality check in a timely manner.* Ask specific questions rather than a blanket “how is everything?”. Your questions should be prefaced by key words such as, “Is your Avocado toast perfect?”, “Are your Chicken Avocado Tacos excellent?”.



### Table Maintenance

*Continual table maintenance encourages conversation and sets us apart from our competition.* Always remember to clear all empty plates, glasses, and trash from the table throughout the experience, and use your crumber. Consolidate, consolidate, consolidate! Full hands in and full hands out every time. As you walk by ANY table with empty plates, grab them! The only thing left on the table at end of service should be glassware.

### Presenting the Check and Change

**CHECK READY.** Be sure to be timely and ask guests if there might be anything they may need, then be check ready and politely drop the check in a presenter onto the table allowing for efficiency. Stay close as many guests will be ready for immediate payment. Let the guest determine when they are ready to leave. Thank guests by last name and invite them back to see you!

## Red Flag System

Our Red Flag program is designed to alarm our staff and managers to specific indications that a guest is having or could have a bad experience. It also is an indication that a server may need help. These specific items are some of the most crucial things to watch for in order to protect each guest's experience in our restaurant. **If you see any of these indicators, you must ask for help and you must involve a manager every single time.**



## **RED FLAGS:**

### **Guest has to get up from the table to get something.**

- Whenever a guest has to leave their table to get silverware, a drink, condiments, or anything else, this is a sign that they have been getting slow service.
- Be sure to apologize, get whatever they need quickly, and inform a manager.
- If another server is taking care of their need you can go to inform the manager of the situation while they are being taken care of.

### **Guest does not finish their food, does not ask for a to-go box, and does not rave about it.**

- This is an indication that the guest did not like their food.
- You should always check back with the guest within 2-3 minutes of dropping off the food to see if they enjoy it. However, some guests don't like to complain and won't tell you that something is wrong. This green flag should be seen as non-verbal communication, telling you they didn't care for the dish.

### **Floor chart is not written or updated.**

- This is a manager's responsibility and needs to be up to date at all times.
- If you see that the floor chart is not done, or that it hasn't been rewritten after cuts have been made, be sure to let the manager know.
- Every table should be in a server's section (including patio) at all times.

### **Guest waits at the front door to be greeted.**

- A guest in our restaurant should never have to wait to be greeted at the front door. It makes a terrible first impression.
- Any time you see this happen be sure to apologize for the wait and have a manager visit the table.

### **There is a messy table, empty drinks, or lack of pre-bussing.**

# What Sets Us Apart- Superior Service

Superior Examples	Inferior Examples
Server ensuring station is 100% before shift begins.	Server failing to ensure that his/her station is 100% before the shift only to find out later that it was not.
Being on time and in uniform, ready for pre-shift "line-up" each day at 1045am & 415pm.	Rolling in whenever they feel like it and getting ready in the restroom.
Addressing guests as ladies, gentleman, sir, miss, ma'am, or by last name.	Addressing guests as "You guys", "Y'all", "Dude", "Foolios" etc.,.
"Welcome to Mash'd!! Is it going to be one for lunch?"	"Welcome to Mash'd! Just one?"
Greeting each table with confidence and sincerity while displaying a genuine smile.	Bringing personal baggage, preconceived notions, or a sour attitude to the table.
Doing everything possible to support your neighbor with table maintenance, greet times, and watch for visible distress. Mutual accountability!	"Not my table, not my problem."
Every time you drop by a table, take something away to properly maintain full hands. Mutual accountability!	"It'll buss itself" or "The busser will get it"
Introduce each item as it is presented to each guest and follow through with service.	Drop and run.
Meet and exceed guests needs by doing things without being asked. "Just Fill It".	Waiting for the guest to ask.
"It's my pleasure."	"No problem" " Sure"
Asking "Is everything excellent?" or "Is everyone 100% satisfied with their entrées?" or "Is the Gyro Platter fantastic?"	"How is everything?"
Positive communication and professionalism on the expo line and on the floor. Remember, you're always on stage.	Speaking negatively on the expo line (voices carry) or discussing internal issues on the floor.
When a guest asks about the restroom, escorting the guest to the restrooms.	Pointing.
Removing the plate when a guest is finished.	Neglecting to notice when a table is finished eating and waiting for the guest to push the plates to the side.
Anticipating the guest's need for more pita, soda, water, salad dressing and bringing it to the table before being asked. Just Fill it!	Waiting for a guest to ask for more.

# SERVER ATTIRE GUIDELINES

Servers should convey a quality of being buttoned-up yet approachable. Clothing choices should be intentional, clean, wrinkle free, comfortable, and true to personal style (within our guidelines). Feeling confident and happy with your attire and grooming translates into a positive, memorable experience for our guests and a great work environment!

Things we say YES to:

- Jeans without holes in your choice of color
- **SHORTS: LUNCH SHIFT ONLY!** (until 3pm) Must be mid-thigh length. Solid Colors only. No patterns or designs. If questionable or unsure, **MUST BE APPROVED BY GM PRIOR TO WEARING TO WORK.**
- o What if I am a double? You must bring appropriate jeans for you Dinner shift. OR come dressed in appropriate jeans the entire day.
- Cropped jeans/ pants without holes in a color of your choice
- Button down shirts with short,  $\frac{3}{4}$ , or long sleeves
  - o Acceptable patterns include: stripes, plaids, flowers
- Black non-slip sneakers
- Hair does not need to be pulled back in pony tail, but must look clean and groomed
- Not sure if it's a "YES"? ask!

Things to skip:

- Overly revealing clothing
- See-through clothing
- Anything with holes/rips (even if it came like that)
- T-shirts/ cotton tank tops
- Dirty clothing or shoes
- Clothing with words or large brand logos
- Anything faded
- Overly baggy or tight clothing
- Sneakers in a color aside from black
- Polo shirts
- Hats

GOOD EXAMPLES:



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