



## 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.