

# HOW TO WOW GUESTS

When you deliver exceptional experiences guests can't get at home, they not only tip better, they'll come back for more. Keep this in mind when you want to wow your tables.



## 1. START WITH A STORY

Our restaurant has its own character, and guests want to hear about it. What inspired the featured sandwich? What's special about the toppings or sides? Which menu items are unique or feature signature ingredients? Start building open, honest connections with guests and they'll want to reward you for it.



## 2. PROVIDE NEW VALUE

Guests don't just want the cheapest menu items, they want unique flavors and high-quality ingredients. In fact, guests frequently choose to spend more if they believe that the menu item is worth the cost. When you highlight the value of add-on ingredients and sides, checks get bigger and tips do too.



## 3. SHARE YOUR EXPERTISE

Even your regulars aren't as familiar with the restaurant as you are. You're the expert and they'd prefer to hear your honest menu recommendation instead of a rehearsed list of daily specials. Share the details about what makes your favorite menu option great and they'll reward your insider's perspective.



## 4. MAKE IT THEIR OWN

When you help guests make the menu their own by highlighting choices for add-ons, mix-ins, toppings and sides, you can deliver exactly what they're craving. That's something they'll remember come tip time.

