

# Avert Brasserie — Steps of Service Manual

## Service Philosophy

Service at Avert Brasserie is warm, intuitive, and confident. Every guest interaction should reflect professionalism, attentiveness, and genuine hospitality. Our role is to guide the guest experience seamlessly—from arrival to departure—while anticipating needs and creating a sense of ease and trust.

## 1. Greeting & First Impression

- Greet every table within **30 seconds** of seating.
- If you are unavailable, ensure another team member acknowledges the table.
- Maintain eye contact, smile, and present a calm, confident demeanor.
- Use a warm, natural introduction:

Although “Good evening, welcome”. My name is \_\_\_ and I’ll be taking care of you.” is common in many restaurants, here are some polished alternatives that feel more natural are less robotic, modern, and aligned with a brasserie-style experience:

### Warm & Professional

- “Good evening, welcome in. I’ll be taking care of you tonight.”
- “Welcome, it’s great to have you. I’ll be looking after your table this evening.”
- “Good evening—thanks for joining us. I’ll be taking care of everything for you.”

You can always follow with your name to create a personal connection.

**Key Objective:** Make guests feel seen, comfortable, and in good hands immediately.

## 2. Initial Table Engagement

- Offer water service and describe available options. Do not approach the table with a carafe of water. Sales of bottled water can elevate our check average across the board.
- Introduce the menu, beverage program, and any specials.
- Although asking guests if they have dined with us before is common, it is preferable to move away from the yes/no question—it can shut down the very moment you want to open up. A better approach is to **assume guidance is needed** and deliver a concise, confident overview that works for everyone at the table, regardless of prior visits.

Here is a refined way to do that, keeping it natural and polished:

- “I’ll give you a quick overview of the menu—there’s a great selection of starters to begin, followed by our main plates, the bourguignon is exceptional, and you will notice we have a variety of item that are perfect for sharing around the table.” (for example)
- **Why this works better:**
  - No dead-end question
  - Includes everyone at the table
  - Positions you as a guide
  - Naturally leads into recommendations and upselling
  - Begin reading the table (occasion, pace, mood).

**Key Objective:** Establish trust while setting the tone for the experience.

## 3. Beverage Order & Sales Opportunity

- Take initial beverage orders promptly.
- Use this moment to:
  - Suggest cocktails, wine, or other beverages.
  - Identify potential for bottle service.

- Recommend something to enjoy while guests review the menu.
- Be knowledgeable and enthusiastic about all beverage offerings.

**Timing Standard:** Beverage service should be completed within **8 minutes** of seating.

**Key Objective:** Maximize early engagement and enhance the guest experience through thoughtful suggestions.

## 4. Menu Guidance & First Food Interaction

- Offer guidance through the menu with confidence.
- Make personalized recommendations.
- Suggest items based on guest cues and preferences.
- Ask about **allergies or dietary restrictions**.

**Key Objective:** Act as a knowledgeable guide, not just an order taker.

## 5. Reading the Table & Pacing

- Observe body language and conversation:
  - Waiting for someone?
  - Business vs. social dining?
  - Celebratory or casual?
- Adjust pacing accordingly:
  - Faster for time-sensitive guests
  - More relaxed for social experiences

**Key Objective:** Deliver a tailored experience without being intrusive.

## 6. Order Taking

- Take orders clearly and confidently.
- Repeat key details when necessary.

- Enter all modifications and allergies accurately.
- Communicate allergies immediately to management and kitchen.

**Key Objective:** Ensure accuracy and guest safety.

## 7. Service Standards During Dining

### Food & Beverage Delivery

- Serve from the **right whenever possible**.
- Never reach across guests.
- Place items deliberately and announce them when appropriate.

### Table Maintenance

- Maintain water levels at all times.
- Pre-bus continuously—remove finished items promptly.
- Reset and remark tables as needed (utensils, napkins, plates).

### Ongoing Beverage Service

- Monitor drinks and suggest refills or transitions.
- Anticipate next beverage before the guest asks.

**Key Objective:** Maintain a clean, organized, and fully supported table.

## 8. Quality Check

- Within **1 minute** of food delivery:
  - Check back to ensure satisfaction.
- Address any issues immediately.
- Notify a manager if needed.

**Key Objective:** Resolve issues early and ensure guest satisfaction.

## 9. Timing Awareness & Communication

- Monitor ticket times.
- If delays approach **15 minutes**, inform a manager.
- Keep guests informed if necessary.

**Key Objective:** Manage expectations and prevent dissatisfaction.

## 10. Clearing & Transition to Dessert

- Clear all plates and unnecessary glassware before dessert.
- Offer to box leftovers.
- Present dessert and after-dinner beverage options.

**Key Objective:** Reset the table and introduce the final phase of the experience.

## 11. Dessert Service

- Take dessert orders efficiently.
- Ensure proper table settings (utensils, plates).
- Continue attentive service throughout.
- Whenever possible, coffee service should be in place before desserts arrive.

**Key Objective:** Maintain consistency through the final course.

## 12. Check Presentation

- Have the check prepared in advance.
- Present it near the end of dessert.
- Thank guests sincerely:

- “Thank you for joining us this evening—we truly appreciate it.”

Take an opportunity at this time to promote any upcoming events.

- “Before you go, I just wanted to mention we have some upcoming events you might enjoy.”
- “We’ve got a few upcoming events I think you’d really enjoy—I’d be happy to share details if you’re interested.”

**Key Objective:** Close the experience gracefully and professionally.

## 13. Guest Departure & Table Reset

- Ensure the table is fully cleared as guests prepare to leave.
- Only minimal items should remain at departure.
- Prepare table promptly for the next seating.

**Key Objective:** Maintain flow and readiness while leaving a lasting impression.

## 14. Service Expectations Between Tasks

- Remain consistently present in your section to ensure attentive and responsive service.
- When stepping away, do so with purpose—supporting the team through food running, assistance, or side work.
- Limit unnecessary time off the floor to maintain strong guest awareness and coverage.

**Key Objective:** Stay present and accessible to guests.

## 15. Professional Standards

- Maintain a positive, composed attitude at all times.
- Support team members proactively.
- Stay knowledgeable about all menus and offerings.
- Uphold cleanliness and professionalism in all areas.

## Core Principles to Remember

- **Anticipate, don't react**
- **Guide, don't push**
- **Be present, not intrusive**
- **Consistency is excellence**

This manual defines the standard of service expected at Avert Brasserie. Every step is designed to create a seamless, memorable dining experience through attention to detail, professionalism, and genuine hospitality.

“You are the reason guests return time and again. Your professionalism, warmth, and proactive approach to hospitality define their experience.”