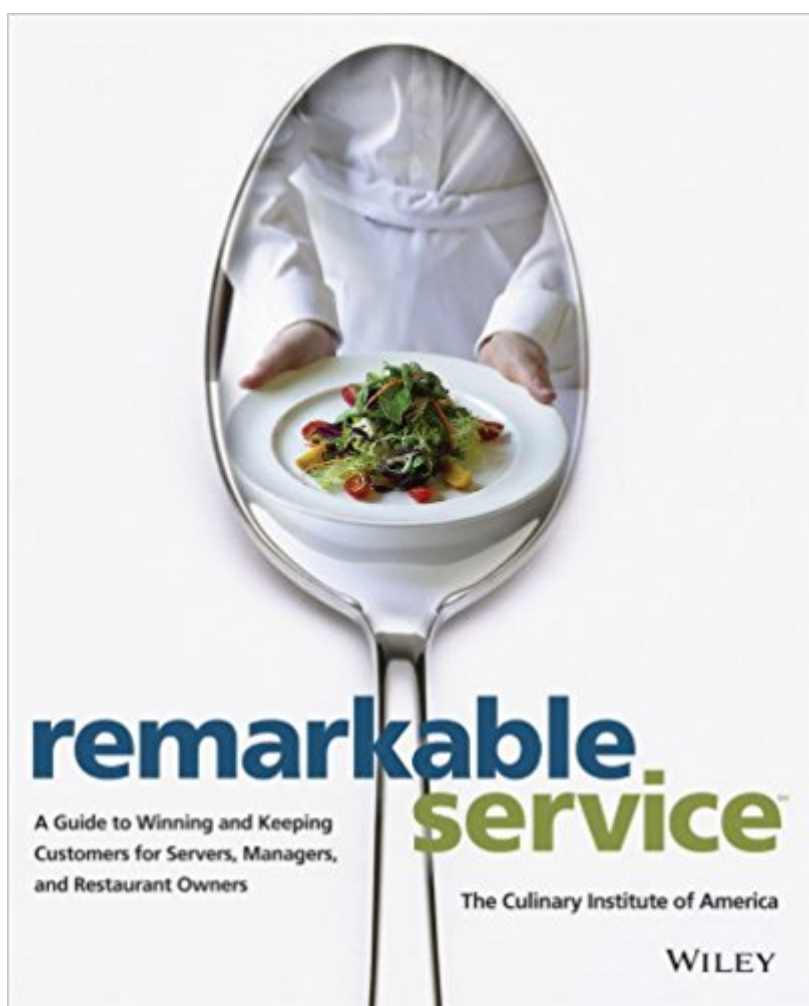


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# Remarkable Service: A Guide To Winning And Keeping Customers For Servers, Managers, And Restaurant Owners



## Synopsis

As competition for customers is constantly increasing, contemporary restaurants must distinguish themselves by offering consistent, high-quality service. Service and hospitality can mean different things to different foodservice operations, and this book addresses the service needs of a wide range of dining establishments, from casual and outdoor dining to upscale restaurants and catering operations. Chapters cover everything from training and hiring staff, preparation for service, front-door hospitality to money handling, styles of modern table service, front-of-the-house safety and sanitation, serving diners with special needs, and service challenges—what to do when things go wrong. Remarkable Service is the most comprehensive guide to service and hospitality on the market, and this new edition includes the most up-to-date information available on serving customers in the contemporary restaurant world.

## Book Information

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## Customer Reviews

The ultimate guide to service that keeps customers coming back In today's competitive restaurant world, consistent, high-quality service is a prerequisite for success. Remarkable Service<sup>SM</sup> is the authoritative reference on service in all types of food service establishments, from casual eateries and outdoor cafés to upscale restaurants and catering operations. Written by The Culinary Institute of America, which has been hailed by Time magazine as "the nation's most influential training school for cooks," it shares the knowledge and techniques necessary to exceed guest expectations through every part of the dining experience. Featuring inspiring and informative

photography and illuminating sidebars throughout, the new edition of this indispensable guide includes updated industry standards for food, beverage, and wine service, as well as hygiene and food safety. It also provides enhanced coverage of topics such as tableside cookery and hiring new service staff. Filled with invaluable real-life examples and important dos and don'ts, this book gives both new and experienced servers and their managers the skills, confidence, and flexibility to offer the kind of service that makes guests feel comfortable, makes dining out enjoyable, and creates customer loyalty—in other words, Remarkable Service. Topics include: Casual dining  
Reservations, greeting, and seating  
Classic and modern styles of table service  
Wine service  
Money handling  
Service challenges—what to do when things go wrong  
Front-of-the-house safety and sanitation

Founded in 1946, The Culinary Institute of America is an independent, not-for-profit college offering bachelor's and associate degrees, as well as certificate programs, in either culinary arts or baking and pastry arts. A network of more than 37,000 alumni in foodservice and hospitality has helped the CIA earn its reputation as the world's premier culinary college. Visit the CIA online at [www.ciachef.edu](http://www.ciachef.edu).

A great investment for any place, manager or server. It is one of the few guides of its kind that doesn't just get the details of service correct, but understands that we are in the hospitality business.

My boyfriend is opening a restaurant, and this book was very helpful, it is very easy to process and learn all the basic things you need to know to offer a great service. He is using to develop a good training program for all restaurant personnel.

Good book for anyone that has ever even been in a restaurant. Covers everything from smiles to place settings and shows that there are as many ways to do things right as there is to do them wrong. Read this and a Ruth Reichl book and you can start your own blog. Many have done less.

Used often as a restaurant manager. Very informative and taught me a lot of useful information and tools for service.

Great guide for managers

Great and very informative book! I'm extremely happy that I bought it.

This is a great book. It should be required reading for everyone who works with customers, not just restaurants. Consumers should also read this so they learn to stop allowing businesses to get away with poor service.

Already a employee within the food service industry for the last several years as a server/waiter, manager, and administrator, this book was simply spectacular! The title says it all, "remarkable service." I have employed some similar strategies in this book to the restaurants where I work, with much success. I also find interesting wealth of knowledge regarding the origins of terms and traditions, and such knowledge brings a certain amount of pride and confidence in one's work. Highly recommended!

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