

SPECIALS & FEATURES OF THE DAY



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Each day at pre-shift meetings, that day's Specials will be discussed at ACADEMY Restaurant.

We offer daily specials for three reasons:

1. To add variety to our menu
2. To allow our customers the best of seasonal items.
3. To allow us to test items for future menu development.

These specials may include a drink special, an appetizer, a salad, a pizza, an entree, or a dessert item.

In addition to placing a "special" card on the table, you as the server will present the "specials" verbally. This enables you to describe them thoroughly, and answer any questions the customer may have.

When presenting the specials, you should start with drink specials, then appetizers, soups, and entrees. In describing the specials, you must use adjectives, which will entice the customers.



Bad Example

"Tonight we have New York strip with Vegetable Medley."

Good Example

"Featured this evening is the tender New York Strip, wood-fired and served with fresh sautéed vegetables. The blend of hickory and oak add to the flavor of the juicy steak, complimented by the crisp combination of broccoli, cauliflower, carrots and squash."

It is obvious which of these descriptions sounds more appetizing, and reflects your confidence in the special. If you are not sure which adjectives you should use, ask your fellow sales staff or manager on duty how they would describe the special. You may find that incorporating others' verbiage helps your special descriptions sound appealing.