

The EH Ten

Ten universal service standards every hospitality professional should know. Built to hand to every new hire on day one – clear, direct, and grounded in real guest experience

1. Own the first minute.

Greet every guest within 60 seconds of landing – eyes up, present, real smile. Even a “I’ll be right with you” tells them they’ve been seen and noticed.

2. Read the table before you speak.

Clock the table’s energy, the occasion, who’s leading conversation – a first date, a birthday, and a business lunch all get served differently. Serve *that* table, not a script.

3. Guide the order – don’t just take it.

Open with “What are you in the mood for?” and recommend at least one of your favorites by name. You’ve tasted the menu; they haven’t.

4. Ask about allergies and dietary needs – every time.

It’s hospitality and it’s safety. Never assume it, never skip it.

5. Deliver your own standard.

Nothing leaves your hands below the bar you’d accept yourself – check the pour, the plate, the garnish, the temp. If it’s not right, it doesn’t go.

6. Stay one step ahead.

Refill at half-full, pre-set the next course, pre-bus what’s finished. The best service happens before a guest has to ask.

7. Reset as you go.

Wipe, clear, restock, straighten. A clean station and table keep you calm, and calm reads as confident.

8. Run as one team.

Every drink, plate, and guest belongs to all of us. Touch a table that isn’t yours, run a plate that isn’t yours, help before you’re asked.

9. Own any mistake instantly.

The moment something’s off: “That’s on us – here’s the fix.” No blame, no disappearing. A recovered mistake often earns more loyalty than flawless service.

10. Close like they’re known.

Warm goodbye, by name when you have it, a sincere thank-you. A guest forgets about the details but always remembers how they felt walking out.