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Service Analysis Assignment Part One

After researching the list of restaurants for the service analysis project, I decided on my final three restaurants, which are Gramercy Tavern, Cafe Boulud, and Le Jardinier. After multiple self discoveries, I finally came to a decision about the restaurant I intend on dining at. Out of these three restaurants, I decided to choose Cafe Boulud. I took price range as well as menu options into consideration whilst decision making. Cafe Boulud not only seems the most affordable of the three (according to their home site), but their course selections seems to me diverse as well as appetizing.

While researching Cafe Boulud on zagat.com, I have come across numerous articles that mention this Michelin star restaurant, which include “Best Hotel Restaurants in NYC,” “50 Best Restaurants in NYC,” “Best Restaurants in NYC,” “Best French Restaurants in NYC”, “Most Popular in NYC,” and “Best Restaurant Service in NYC”. If this list was not convincing enough to dine at Cafe Boulud, there are at least 20 more articles on zagat.com that may persuade you otherwise.

The current executive chef at Cafe Boulud is Jerrod Zifchak. The current sommelier is Kimberly Prokoshyn. The current general manager is Rachel Ossakow. The current pastry chef is Shaun Velez (cafeboulud.com). The founder of Cafe Boulud is Daniel Boulud.

The restaurant is located in the Upper East Side of Manhattan, in the East 70s. Their location is 20 East 76th Street, New York, New York, 10021. Cafe Boulud is located within the Surrey Hotel, in the vicinity of the historical Central Park.

Cafe Boulud is based on French cuisine. Daniel Boulud personally hired an artist from France as well as an architect from New York in order to not only infuse American and European culture, but also to complement his menu options. The architecture as well as ambiance of the restaurant is crucial in compelling people to be drawn in and dine in (cafeboulud.com) .

In the early nineteenth century, Daniel Boulud's family owned and ran Cafe Boulud just outside of Lyon. Cafe Boulud has been in Daniel Boulud's family's possession for decades, so it was only right for him to carry on this tradition. In 1998, Daniel Boulud revolutionized his family's restaurants by opening a modern day Cafe Boulud in the East 70s of Manhattan. In 1993, Cafe Boulud was originally Daniel Boulud's first restaurant, DANIEL. But, Daniel Boulud decided to relocate his first-born restaurant to the Mayfair Hotel on 65th street. Boulud made an intellectual decision by preserving his first restaurant's space because in doing this, Cafe Boulud builds history and character over time, increasing the value of the restaurant and the building in itself.

Cafe Boulud's hours of operation includes lunch and dinner, as well as breakfast and brunch. Lunch only runs on the weekdays (Monday to Friday), while brunch is only served on Saturdays and Sundays. Breakfast is served Monday to Friday between 7 to 10:30 am, as well as Saturdays and Sundays between 8 to 10:30 am. Lunch is served Monday to Friday between noon and 2:30 pm. Brunch is served Saturdays between 11:30 am to 2:30 pm, as well as Sundays

between 11:30 am to 3:00 pm. Dinner is served Mondays between 5:30 to 10 pm, Tuesdays through Thursdays between 5:30 to 10:30 pm, Fridays to Saturdays from 5:00 pm to 10:30 pm, and Sundays between 5:00 to 10:00 pm.

When I called Cafe Boulud directly to make a reservation, there was very little to no background noise, which suggests that the restaurant's ambiance may be very tranquil. As soon as I dialed the number, the Maitre d answered fairly quickly. When he answered, he said the restaurant's name in full with a hospitable and welcoming voice and tone. As expected, he asked for the date, time, name and phone number for my reservation. My reservation is set on March 28th for 8:30 pm for a table for two with my significant other. Overall, the over-the-phone conversation was very brief and straightforward.

Whilst researching for New York Times comments in terms of Cafe Boulud, I was unsuccessful in finding anything. Instead, Yelp reviews will be examined solely. The overall rating of Cafe Boulud is four out of five stars. The majority of reviews seemed content with Cafe Boulud, giving it four stars. However, there are occasional cases where this restaurant has received three stars, five stars, and even one two star reviews. The customer who wrote a two star review claimed the front of the house servers failed to acknowledge her table throughout her time dining there. However, those who rated Cafe Boulud with five stars were blown away by the ambiance and the menu courses.

References

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