

New York City College of Technology, CUNY  
Department of Hospitality Management  
Janet Lefler Dining Room

Service Analysis Assignment

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For my restaurant analysis research, I decided to focus on three fine dining restaurants to choose from. These restaurants were River Café, The Tavern, and Del Posto. When doing my research, I was able to learn about what these restaurants served and what they are about. River Café is known for its romantic atmosphere and offers a classic American menu. The Tavern seems to be one of 'America's most beloved restaurants' with warm hospitality and unparalleled service offering us an ever- evolving seasonal menu. As for Del Posto it said to have an ambiance of European Luxury with polished service. Del Posto offers a wonderful Italian cuisine.

After doing my research I decided that I would love to experience River Café first. This restaurant is under the Brooklyn Bridge in Dumbo, which gives us such an amazing scenario, making it romantic. Michael Buzzy O'Keeffe first opened up River Café in June of 1977, which in that time it was known as an abandoned neighborhood by the Brooklyn docks. Since O'Keeffe opened up River Café he has always insisted that this restaurant served the best quality, freshest and finest cuisine. Brad Steelman has been chef of the restaurant for about 20 years now. They are known to have a farm to table service since the late 1970's after Alice Waters opened up a lavocore in Berkeley, California. River Café also set the "free-range chicken" in their kitchen. River Café was among the first major restaurants to promote varietal wines from California producers. In 2012 when hurricane sandy occurred it damaged River café which had them close down for about 15 months. In which they lost so much revenue, they mention that the kitchen was knee- deep in water, and thousands of dollars were lost in bottles of wine. While rebuilding Mr. O'Keeffe managed to pay his staff members including the piano player. Which speaks highly on his part, he cares about his employees and customers.

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My reservation for River Café is set for March 21<sup>st</sup> at 8:30 pm, in which I will be attending with other classmates. River Café reservations can be made on opentable, email or phone. Like said we made a phone reservation, in which the person who answered was very friendly and patient with us since we were all deciding an ideal time for everyone. Like mentioned in class this person asked if we were celebrating anything special so that it can be prepared in advanced. In the website they do note that they have a beautiful cobblestone entrance which makes it difficult to navigate on foot. Which they suggest if arriving in taxi to insist driver to take you to the restaurant's door. River café does it all Breakfast, lunch and dinner, the only thing is that they don't do all three the same day every day. Mondays through Friday they do both breakfast and dinner only. Breakfast form 8:30am to 11:30am and dinner from 5:30pm to 11pm. For Saturday they offer lunch only from 11:30am until 2:30pm and Dinner From 5:30pm to 11pm. And for Sundays they offer us brunch only from 11:30am to 2:30pm and dinner from 5:30pm.

Yelp is such a resourceful website when deciding where to eat, personally I always go to yelp when I need help deciding where and what to eat. I find that reviews are so essential since it gives you a certain level of expectations. When searching up River Café on yelp, my expectations were already pretty high. After reading reviews in which they mention service and food my expectations are way higher, which makes me excited. There was this one review which really caught my eye, he speaks about his whole experience while celebrating his anniversary with his wife. He mentions that it is hard to find parking around the restaurant but what makes up for it is that River Café offers free valet parking. They had requested seats next to the window

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overlooking downtown Manhattan, in which the restaurant obliged. That's amazing because the little things do matter! In the New York Times they speak about how River Café is a special occasion restaurant, that doesn't feel like it is. Javier Rodriguez has worked there for over 17 years says "that on any given night, six to ten couple get engaged there. The number of birthday and anniversary dinners is incalculable. But you are not aware of this, there is no singing 'happy birthday' or anything like that". Which to me gives it an intimate touch, for the guests.

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