Restaurant Review

Writing a Restaurant Review- Your task is essentially to create an argument for eating, or not eating at a particular restaurant.

The job of a food reviewer is to accurately convey the tastes, textures, smells, presentation and *enjoy-ability* of food eaten at a restaurant. You not only comment on the food but also on the atmosphere, staff knowledge and attentiveness, the way the staff treats you and respects the other customers, the speed of service, the general impression of the restaurant or cafe. It's not a job for anyone squeamish and you won't necessarily be liked by a number of people in the restaurant trade but you can command respect and obedience if you do a fair, and well-reasoned job in your write-ups and the way you treat them back

Writing Your Own Review

1. Offer Some Background – Be sure to offer as much information about the restaurant you are reviewing as possible, including location, phone number, type of cuisine, hours, etc. On many restaurant review websites you must add the restaurant to the site database (if it is not already there) and fill in any information the site asks for (like whether or not the restaurant serves alcoholic beverages or takes reservations). If another user posted inaccurate information – such as the wrong hours – change the information yourself or inform the website directly.

2. Be able to eat all sorts of food, and describe with details about the texture, taste, smell, and feel to the food. Use Descriptive Adjectives – To really spice up your review (no pun intended), use descriptive adjectives. For example, instead of simply saying that the grilled chicken you ordered was “bad,” tell why it was bad; was it dry, bland, too salty, etc? Rest assured, you can never provide too much detail in a restaurant review.

3. Consider how you will record the experience. You could write notes as you go but that will give away to staff what you are up to. Try to remember all the details well and write them up as soon as possible after you leave.

4. Assess the table set up before you begin the meal. How is the table set? Was it set before you sat down? Was it clean or dirty on arrival?

5. Order food that gives as broad an experience as possible of the menu in front of you. Look for a range of textures, tastes, styles and levels of difficulty to try. Name Specific Entrees – Most restaurant-goers will appreciate specific recommendations and whether or not you loved or hated the food. Listing specifically what you ordered will help validate your opinions. Some review websites even have a spot where you can list exactly what dishes you ordered.

6. Assess the food as you consume it. Things to consider include:

The presentation - clean, beautiful or messy and tired?
The temperature - was the warm meal warm or was it cold?
The level of cooking - was the food cooked to perfection, under cooked or over cooked? Could some of it have done with been cooked at a different pace yet other parts have turned out fine? Consider all these aspects as you eat.

7. Ask questions of staff. Things to try and discern include:

Does the waiting staff know their food and ingredients? Do they know where the fish was caught, whether the vegetables are organic, whether the beef was grain-fed?
How do they respond if you make a compliment or a complaint?

8. Consider the ambiance. Does it seem that people are enjoying themselves? Or is the restaurant emptying quickly or not filling up at all? Consider overall presentation of the place and the friendliness of staff. Evaluate the Entire Experience - While the food is obviously the main attraction of any restaurant, there are other factors that can greatly influence the overall dining experience including ambiance, décor and service are important to note. For example, how quickly did you receive your food and was the server attentive to your needs? Did the décor enhance or distract from the overall ambiance of the restaurant? Be specific as possible about the details of the restaurant.

9. Let Your Personality Shine Through – No one wants to read a boring, dull review of anything, let alone a restaurant. Furthermore, there is no added value or insight to your review if you simply copy what someone else has already written. Make your review highly personal and unique to you, using your own “voice;” readers will be much more interested and find your review helpful if it is genuine.