

SOP: Customer Education on Menu Flexibility and Portion Options

This SOP details the process for **customer education on menu flexibility and portion options**, ensuring that staff effectively communicate available customizing choices, portion sizes, and nutritional information. The goal is to enhance customer satisfaction by empowering patrons to make informed decisions tailored to their dietary preferences and needs, while maintaining consistency and accuracy in service delivery.

1. Purpose

To ensure staff consistently and accurately educate customers regarding menu customization, available portion sizes, and associated nutritional details to enhance dining experience and satisfaction.

2. Scope

This SOP applies to all front-of-house staff, including servers, hosts, and cashiers, at all customer touchpoints.

3. Responsibilities

- **Front-of-house staff:** Communicate options clearly and answer guest questions accurately.
- **Supervisors/Managers:** Train staff on menu flexibility and portion details. Monitor compliance.
- **Kitchen staff:** Prepare and portion items according to customer selections.

4. Procedure

1. **Greet the Customer:** Welcome the guest and provide them with the menu, highlighting that various customization and portion options are available.
2. **Menu Overview:** Briefly explain key menu flexibility, such as:
 - Ingredient substitutions (e.g., protein swaps, dairy alternatives)
 - Dietary accommodations (vegetarian, vegan, gluten-free, allergy-friendly)
 - Sauce or seasoning additions/removals
 - Side dish replacements
3. **Explain Portion Options:**
 - Describe the available portion sizes (e.g., half, regular, large).
 - Note any children's or senior portions, if applicable.
4. **Discuss Nutritional Information (if requested):**
 - Offer printed or digital nutrition guides.
 - Direct to menu icons/notes for low-calorie, low-carb, etc.
5. **Confirm Customer Choices:** Repeat back the customized order, portion size, and any modifications to ensure accuracy.
6. **Place Order:** Enter all modifications clearly in the POS system, using standard codes or notes.
7. **Order Hand-off:** Hand off to kitchen with clear communication regarding customization and portion size.
8. **Follow-Up:** Upon delivery of food, confirm that the order matches customer requests. Address any further questions or issues promptly.

5. Training

- All staff must complete initial and periodic refresher training on menu flexibility, portion options, and nutritional knowledge.
- Role-playing scenarios and training quizzes are recommended for assessment.

6. Documentation

- Maintain up-to-date menu guides and nutrition sheets at all service points.
- Document any changes in menu flexibility procedures or portion sizing.

7. Compliance & Quality Assurance

- Supervisors to perform periodic spot checks and customer feedback reviews.

- Address deviations from SOP with corrective action and retraining as needed.

8. Revision History

Date	Version	Change Description	Author
2024-06-15	1.0	Initial SOP release	Operations Manager