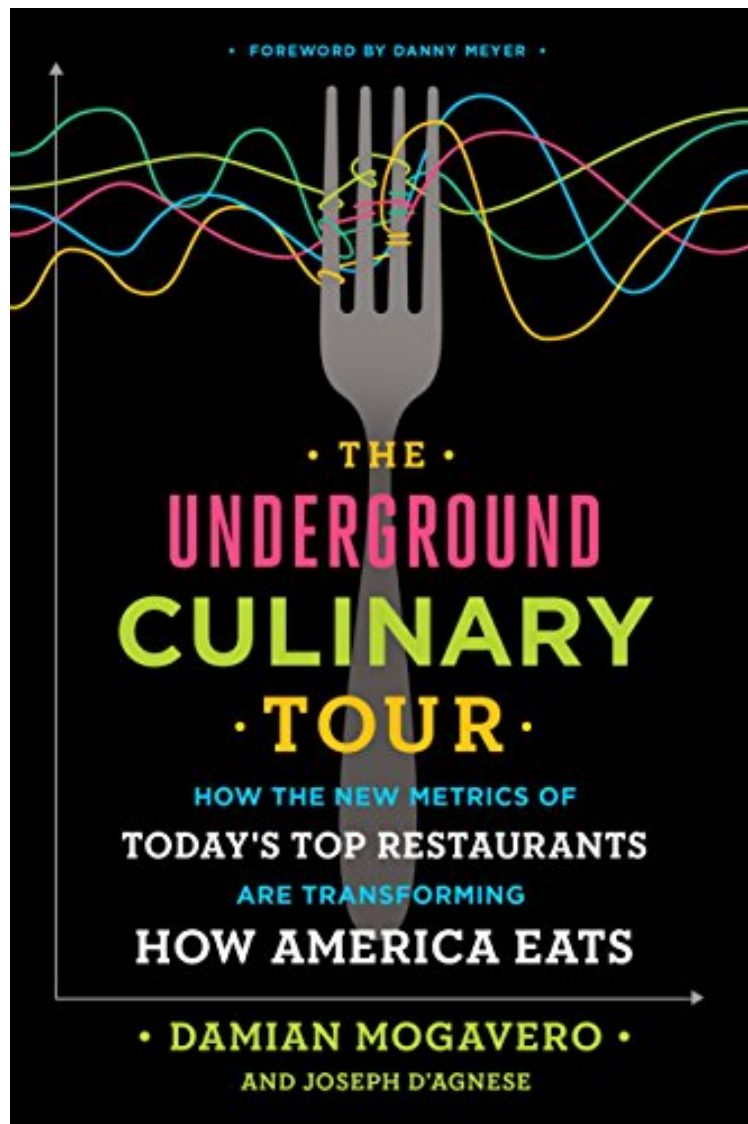


(Download free pdf) The Underground Culinary Tour: How the New Metrics of Today's Top Restaurants Are Transforming How America Eats

The Underground Culinary Tour: How the New Metrics of Today's Top Restaurants Are Transforming How America Eats

Damian Mogavero, Joseph D'Agnese
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Damian Mogavero, Joseph D'Agnese : The Underground Culinary Tour: How the New Metrics of Today's Top Restaurants Are Transforming How America Eats before purchasing it in order to gage whether or not it would be worth my time, and all praised The Underground Culinary Tour: How the New Metrics of Today's Top Restaurants Are Transforming How America Eats:

0 of 0 people found the following review helpful. InformativeBy Stella CarrierThis kindlebook of The Underground

Culinary Tour: How the New Metrics of Today's Top Restaurants Are Transforming How America Eats by Damian Mogavero, Joseph Agnese, and Danny Meyer is loaded with a great deal of information/data pertaining to restaurants and food. Some of the following restaurant/food related data in this book; There is an Underground Culinary Tour event that is invitation only, some of the companies that attend this event are from versatile/varied backgrounds ranging from Cinnabon, Front Burner restaurants, P.F. Changs, Buffalo Wild Wings, California Pizza Kitchen, Blackberry Farm, Ruby Tuesday, Cheddars Scratch Kitchen, Michael Mina etc. There is also the Avero Elliott Underground Culinary Tour; a highly secretive trend-spotting tour of New York City restaurants and some of the other restaurants mentioned; Brooklyn Bowl, Artusi, Mermaid Oyster Bar, Robert's, Meatball Shop, Everyman Espresso, Eataly, a chef by the name of Daniel Bouloud affiliated with DBGB Kitchen and Bar, Brooklyn Brewery Garrett Oliver, and more. 3 of 3 people found the following review helpful. He was pleased with the information. By Health Care Professional Bought it for my son-in-law, an Executive Chef, who is opening a restaurant. He was pleased with the information. It confirmed many of his beliefs as well as gave him new, useful information. 3 of 3 people found the following review helpful. Great food for thought! By JMTI'm not in the business of food or data; however, I love this book! The descriptions of the real Underground Culinary Tours make my mouth water. I can't wait to visit those restaurants.

The Underground Culinary Tour is a high-octane, behind-the-scenes narrative about how the restaurant industry, historically run by gut and intuition, is being transformed by the use of data. Sixteen years ago, entrepreneur Damian Mogavero brought together an unlikely mix of experts—chefs and code writers—to create a pioneering software company whose goal was to empower restaurateurs, through the use of data, to elevate and enhance the guest experience. Today, his data gathering programs are used by such renown chefs as Danny Meyer, Tom Colicchio, Daniel Boulud, Guy Fieri, Giada De Laurentiis, Gordon Ramsay, and countless others. Mogavero describes such restaurateurs as the New Guard, and their approach to their art and craft is radically different from that of their predecessors. By embracing data and adapting to the new trends of today's demanding consumers, these innovative chefs and owners do everything more nimbly and efficiently—from the recipes they create to the wines and craft beers they stock, from the presentations they choreograph to the customized training they give their servers, making restaurants more popular and profitable than ever before. Finally, Damian takes readers behind the scenes of his annual, invitation-only culinary tour for top chefs and industry CEOs, showing us how today's elite restaurants embrace new trends to create unforgettable meals and transform how we eat. From the glittering nightclubs of Las Vegas to a packed seasonal restaurant on the Long Island Sound, from Brennan's storied, family-run New Orleans dynasty to today's high-stakes celebrity chef palaces, The Underground Culinary Tour takes readers on an epicurean adventure they won't soon forget.

The real Underground Culinary Tour is not for the faint of heart. By the end of day one, I returned home zonked, my mind and body beyond full. . . You are far more fortunate. You have in your hands an excellent guide to our adventure. There are no buses to board, no credentials to proffer, and you don't have to worry about pacing yourself. All the tour's secrets—the cutting-edge trends, the wisdom of employing data and technology, the hidden dining revolution—are all yours and may be gleaned with the turn of a page. -- From the Foreword by Danny Meyer, Union Square Hospitality Group "Avero has become the go-to tech company for the hospitality industry, but the secret to Damian's success lies in his deeply rooted passion for food.... which The Underground Culinary Tour illustrates brilliantly!" --Tom Colicchio, Celebrity Chef and Owner of Crafted Hospitality "Many years ago, when I worked in a brewery restaurant, it seemed to me that only a few people in the business had what I called "The Sight" - the ability to see, feel, smell, and hear every single thing happening in the dining room at once. The Sight was like a super-power, and the proper use of it could help make a restaurant a success. Not only does Damian have The Sight, but his book can give you this power too. The Sight is in the data if you know how to look. This book will help you find the Holy Grail of the restaurant business - a healthier check average tied to a happier customer." --Garrett Oliver, Brewmaster, The Brooklyn Brewery "In The Underground Culinary Tour, Damian Mogavero takes us behind the scenes to see how pioneering restaurants are using data and creativity to serve up a triple win: delighted customers, fulfilled staff, and profitable owners. Readers and leaders in any industry being transformed by data will value its insights." --Jan W. Rivkin, Professor, Harvard Business School "Damian shows how analytics and thoughtful food make for a memorable meal for both patrons and restaurateurs alike. His work was the source of great value to Caesars and will be to you, no matter the industry, whether you run restaurants or simply dine happily in them." --Gary Loveman, Chairman, Caesars Entertainment "If you're looking to stay ahead of the curve in our business, read this informative and compelling book." --Michael Chernow, owner of Seamore's, cofounder of The Meatball Shop and host of FoodPorn "If a modern day chef's mission is to cook simply and let their ingredients shine, then Damian's message is to simply let information speak. He shows us how data, when mixed with creativity, can be just as transformative to a business as the food and hospitality itself. Part history, part map of where

to eat, part demystification of what makes a restaurant great—and a great restaurant profitable—Damian's stories are just as appealing as the food and drink he's describing, and just as satiating." —Katie Carguilo, Quality Analyst, Counter Culture Coffee, and 2012 National Barista Champion

"Damian, through Averro, has increased financial transparency and reporting through a well thought out interface, designed for people who love to cook and provide amazing hospitality. The Underground Culinary Tour is a reflection of how people like me began to work with technology to provide a better guest experience." —Jean Georges Vongerichten, Celebrity Chef and Owner of Jean Georges Restaurants

"Damian's incredible vision and ability to combine his passion for food and analytical intelligence have helped bring an extraordinary tool into existence. The insights and information Averro offers have allowed Lettuce Entertain You and the entire hospitality industry to see a different side of the business." —Kevin Brown, CEO and President of Lettuce Entertain You Enterprises, Inc.

"Our economy is being reshaped, industry by industry, by entrepreneurs who connect content with technology to develop applications and platforms to advance efficiency, productivity and profit. In the restaurant industry the pioneer leading the charge is Damian Mogavero. And where does Damian learn the trends—as we discover in this remarkable book, from the Underground Culinary Tour!" —Michael D. Johnson, Provost, Babson College; Dean Emeritus, Cornell School of Hotel Administration

"Damian and Averro have positioned themselves at the convergence of the art and the science that creates a great restaurant experience. . . Through The Underground Culinary Tour, Damian allows you to join him on the exhilarating (and exhausting) tours that he has hosted to highlight great work going on across our industry. Enjoy the ride!" —David A. Pace, CEO, Jamba Inc.

"These days, there are a dizzying number of tech companies sprouting up within the hospitality world—all with the intent of making our lives easier, the guest experience better, and our bottom lines more intact. But Damian has been doing just that for nearly two decades. The vision he showed (and continues to show!) is inspiring. Add to that his genuine and profound passion for food and hospitality; There is a lot to love about Damian, and even more to learn from his book." —Will Guidara, Restaurateur, Eleven Madison Park and The NoMad

"Damian Mogavero has blazed new territory in how to utilize data to improve our restaurants.. His passion for food is unparalleled. It shows how loving what you do can be both inspiring and creative. Check out The Underground Culinary Tour to see exactly how creative Damian is." —GJ Hart, CEO of California Pizza Kitchen

"Damian Mogavero's book not only takes the reader through a wonderful journey of what it's like to run a restaurant, it shows how technology and analytics are transforming one of America's biggest and most visible industries." —Pietro Satriano, President and CEO, US Foods

"In the past 10 years, the restaurant industry has seen an influx of technology, all promising to impact the bottom line. However, it took a smarter visionary to transform the data and provide us invaluable insights to run our restaurants better. This practical and technical tool is enhanced by the genius of Damian Mogavero from his passion for food, wine and hospitality. His journey in this book is a true success story about people, chefs and restaurateurs, and their businesses." —Daniel Boulud, Chef/Owner Dinex Group

"At the heart of every great restaurant are the passionate people who bring it to life. No one knows this better than Damian Mogavero. In The Underground Culinary Tour, Damian shows how data and technology are empowering people to embrace change and transforming the guest experience across our industry." —Christian Clerc, President, Worldwide Hotel Operations, Four Seasons Hotels and Resorts

About the Author DAMIAN MOGAVERO got his MBA from Harvard Business School with the intention of bringing all that he learned to the hospitality industry. In 1999, he developed the Averro software that now runs over 8,000 high-end restaurants, hotels, casinos, nightclubs, and small and large independent local eateries in 68 countries, transforming how restaurant managers and owners made decisions about serving their customers and running their businesses. Learn more about Damian at damianmogavero.com