

94. Stand out

When consumers choose a restaurant over another, it's usually because that restaurant has something the other doesn't. Be that restaurant that consumers are going to choose every time:

- Provide the best possible service
- Offer added value, be innovative
- Perhaps specialise in a type of traditional cooking from a particular country
- Or pick a theme for your restaurant

A unique offering, a lot of hype build-up (I'm a sucker for following trends), or restaurants whose cuisines are aligned with my preferences (e.g. Japanese) – *Michael Shen* of ImStillHungry.net

Make sure that guests leave the restaurant with a memorable dining experience. This will not only keep them coming back, this will also give you a the competitive edge over your rivals.

Another great tip on standing out from [Murray Wright](#) is to come up with a signature item. It can be a dish, drink, décor, service approach, uniforms or a combination all of these things.

Be famous for one thing that gets people so excited that they talk about it to their friends and recommend you or if they see it being served in the restaurant they want to order it. (If a dish make it a high dollar contribution item!)

CLEANLINESS & HYGIENE IS KEY TO CUSTOMER'S HAPPINESS

95. Steam clean the cooker hood

The cooker hood can be home to grease and bacteria over time so the best way to keep it clean and hygienic is through steam cleaning method, except for the wire mesh underneath that should be cleaned with warm, soapy water.

You can also use the same cleaning method for extractor fans that have a removable mesh.

For those extraction fans that use paper filters that soak up grease and grime, the best thing to do is to clean the mesh and replace the old filter.

Don't forget to soak and scrub all washable items with brushes that are not abrasive to avoid damaging the material.

96. Polish all stainless steel surfaces

You want to avoid damaging those stainless steel exteriors so make sure you are using microfiber cloths when cleaning and polishing them. It is also best to use high quality commercial cleaning products for a better finish.

Here's a [handy guide to cleaning stainless steel surfaces](#) from Hospitality Design.