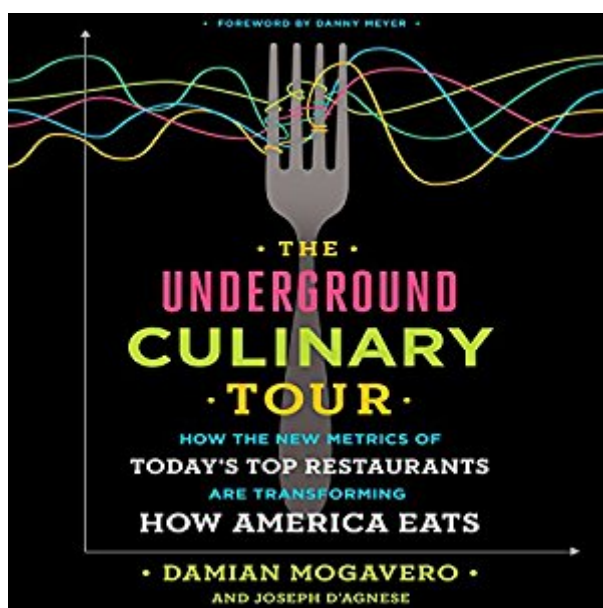The book was found

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

Synopsis

In the best-selling tradition of Moneyball, 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 renowned 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 listeners 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 listeners on an epicurean adventure they won't soon forget.

Book Information

Audible Audio Edition

Listening Length: 8 hoursÂ andÂ 59 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Audible Studios

Audible.com Release Date: August 15, 2017

Whispersync for Voice: Ready

Language: English

ASIN: B074R9323W

Best Sellers Rank: #66 inÂ Books > Business & Money > Industries > Restaurant & Food #91 inÂ Books > Audible Audiobooks > Nonfiction > Computers #112 inÂ Books > Computers &

Customer Reviews

This kindlebook of The Underground Culinary Tour: How the New Metrics of Today's Top Restaurants Are Transforming How America Eats by Damian Mogavero, Joseph Dâ Â ™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, Lâ Â ™ Artusi,Mermaid Oyster Bar, Robertaâ Â ™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.

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.

I'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.

Fantastic book!

I have bought 14 of these books so far. I provide them to my clients in the restaurant industry in an effort to help them achieve greater success.

enjoyable read if you're a foodie!

Here's an enjoyable book that may not quite live up to its broad title. Damian Mogavero does two things here: first, he describes his restaurant software that collects what we now call Big Data and shows it in ways useful to restaurant managers in figuring out how to run their restaurants better and catch problems. Second, he takes us behind the scenes of lots of interesting restaurants and lets us

watch as he and his clients eat a lot of really interesting food.Everybody seems to love behind-the-scenes views these days, and the book has plenty of them. Lots of good food and restaurant stories, and a pretty good justification of data-driven decisions vs seat-of-the-pants decisions. Mogavero (or his coauthor) can tell a story well, and the book goes down easily. To his credit, the author does understand when data gives you the big duuhh, such as that restaurants are busiest on Friday and Saturday.Prepare for a few hours of being entertained by anecdotes and a little bit of insight, and you'll get the most from this book. Don't expect to learn how to run a restaurant. "How America Eats" is, of course, an exaggeration. "How Visitors to Las Vegas and Disney Corporate-run Restaurants Eat" would be closer, though to be fair restaurants of all types use software for insight these days.

Although the restaurant industry generates $783 billion in sales annually, it is among the last major industry in the world to accept data analysis as a critical part of doing business, according to author Damian Mogavero.He says New Guard restaurants must embrace both data and foodie trends as expectations are being raised every year by customers. Decisions must be made using data, not gut feelings. Strong data builds confidence and the more you collect and analyze, the better you are able to predict success, writes Mogavero.Mogavero says data and technology are being used to ensure exceptional cuisine, deliver excellent customer service and exceed customer expectations.While touting restaurant metrics in the subtitle, Mogavero admits on page 40 the book is really about creativity. He stresses that data and technology are only as good as they are used.While Mogavero uses some interesting examples to illustrate the value of metrics (server efficiency, remaking a New Orleans cuisine restaurant in Disneyland), he's weak on delivering the specifics. He seems to be subtly touting his own proprietary software.Perhaps, I had inappropriate expectations before reading the book. I expected more of a "how-to" in regards to metrics. Sure, the underground culinary tours are interesting, but they seem to speak more to the innovations and creativity.While there are lots of "take away messages" here, they are a little too general for me. Much of how you perceive this book will depend upon your expectations.

The Underground Culinary Tour: How the New Metrics of Today's Top Restaurants Are Transforming How America Eats Zagatsurvey 2000 Rocky Mountain Top Restaurants (Zagatsurvey : Salt Lake City/ Denver Top Restaurants) The New York Times Guide to New York City Restaurants 2002 (New York Times Guide to Restaurants in New York City) Gluten-Free Baking with The Culinary Institute of America: 150 Flavorful Recipes from the World's Premier Culinary

College Pies and Tarts: The Definitive Guide to Classic and Contemporary Favorites from the World's Premier Culinary College (at Home with The Culinary Institute of America) How to be a Tour Guide: The Essential Training Manual for Tour Managers and Tour Guides Zagatsurvey 1997 Update: Rocky Mountain Restaurants/Including Denver, Salt Lake City and Major Ski Areas Throughout Colorado and Utah (Zagatsurvey : Salt Lake City/ Denver Top Restaurants) Cleveland Ethnic Eats: The Guide to Authentic Ethnic Restaurants and Markets in Northeast Ohio Cleveland Ethnic Eats: The Guide to Authentic Ethnic Restaurants And Markets in Greater Cleveland Mastering â ™Metrics: The Path from Cause to Effect Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know Marketing Metrics: The Manager's Guide to Measuring Marketing Performance (3rd Edition) Measures and Metrics in Corporate Security, Second Edition Safety Metrics: Tools and Techniques for Measuring Safety Performance Measuring Marketing: 110+ Key Metrics Every Marketer Needs McGraw-Hill Education: Top 50 ACT Math Skills for a Top Score, Second Edition (Mcgraw-Hill Education Top 50 Skills for a Top Score) McGraw-Hill Education: Top 50 ACT English, Reading, and Science Skills for a Top Score, Second Edition (Mcgraw-Hill Education Top 50 Skills for a Top Score) 2017 NEW YORK CITY RESTAURANTS (Zagat New York City Restaurants) New Haven Restaurant Guide 2018: Best Rated Restaurants in New Haven, Connecticut - 500 Restaurants, Bars and CafÃ©s recommended for Visitors, 2018 New Haven Restaurant Guide 2017: Best Rated Restaurants in New Haven, Connecticut - 500 Restaurants, Bars and CafÃ©s recommended for Visitors, 2017