

# The Framing Effect

**Anchoring:** A mid-priced wine that might otherwise seem expensive suddenly appears to be a good value or a "bargain" when placed next to the much costlier option.



## Same Facts - Different Perceptions

**Perceived Value:** A free item (e.g., a free side of fries) feels like a more significant win and provides immediate, tangible value that's harder to quantify with a percentage off.



## Addressing Guest Complaints

**Instead of:** "That's how it comes."

**Try:** "Thanks for letting me know. Let me take this back and see fix it for you."

**Why it works:** Ownership calms the situation and builds trust.

## When the Wait-Time is Long

**Instead of:** "We're slammed. It's at least a 45-minute wait."

**Try:** "It's about a 45-minute wait right now. The good news is we're turning tables steadily. I'll keep an eye on things and update you if anything opens sooner."

**Why it works:** This frame signals care and control—not chaos.

## When the Kitchen is Behind

**Instead of:** "Your order should be out soon."

**Try:** "Your order is taking a bit longer tonight but I'm watching it closely—thank you for your patience."

**Why it works:** Guests handle waiting better when they feel informed, not ignored.

## When Denying a Guest Request

**Instead of:** "We don't do substitutions."

**Try:** "That item comes as is, but if you're avoiding dairy or gluten, I have a couple of great alternatives you might enjoy."

**Why it works:** Guests may not get exactly what they want, but options feel helpful, not restrictive.