

Method Marketing Newsletter: Volume 2 Issue 23
March 22nd, 2002

Engineering Magnificent Experiences

Synopsis:

Arlene's philosophy is encapsulated in three principles: understand that waste is a terrible thing, respect everything that comes from the earth and put love into everything you do.

"The old lessons still apply. Be prudent. Care. Pay attention to the details. Put love into everything you do."

- Arlene Spiegel

Arlene Spiegel comes from three generations of 'foodies'. Her grandfather arrived in America at the turn of the 20th Century and started in business with a pickle cart. It became Farbie's Kosher Delicatessen, passed down to the next generation of four brothers. Arlene remembers helping portion control when she was a little girl and learned her first important lesson: "Waste is a terrible thing". Her grandmother made syrups by hand, with a 'from scratch' philosophy that utilized every scrap of food.

Her mother had a chain of produce markets. Here Arlene learned her next important lesson: "Revere all that comes from the earth". She remembers her uncle hand picking gorgeous fruit for a customer and wrapping it as if it were Steuben glass.

Her last lesson is encompassed in all that she says, "I put love into everything I do. I believe that we must create an uplifting experience for the guest, one that has the potential to transform their lives. I value their time and take the responsibility to use the time they spend with me to enhance their life in some way. Did they have a wonderful time, by their standards? Our work transcends food and ambiance.

"I take nothing for granted. God is in the details and I treat everyone, from employees to vendors to my customers as guests. (This mirrors what Christopher Myers said in Issue #16). I believe that the neighborhood 'is everything'. It means that operators need to know their guests more intimately; who just had a baby, got married, lost a loved one, got into the college of their choice, received a promotion or lost a job. It is how my family built their business.

"I believe we are in the 'soul-nourishing' business, particularly after 9/11. The restaurants that understand they are more than distributors of food, that they are, in fact, community centers for their guests to gather, will succeed in the coming years."

What are the most prominent obstacles to reaching this evolved state?

"Bad habits! Most people want to evolve to be the best they can. But because of ego, bad experiences, ancient fears or rocky relationships, they have become selfish. They have forgotten the simple and innocent idea of 'do unto others as you wish to be done unto you'."

She used the story of Michaelangelo to illustrate her next point.

Your guests define 'value' by the totality of the experience: the service, the décor, the food and its flavors and aromas and the cost: all details that create a memory.

The most memorable experiences come from an organized, well-rehearsed and communicated performance. Great 'word of mouth' is built note by note, scene by scene, act by act, so that by the end of the visit your guest walks away 'wowed'. Or bored. Or, worse of all, disgusted. It's your choice.

"After he carved the David sculpture, someone asked how he had done it. He said, 'It was always in the marble. I simply carved it out.' It means that our true soul is inherent in our restaurants, and we manifest it by 'chipping away' at all the garbage."

When I asked for one last piece of wisdom, she offered this in much the same way I imagine her uncle presented a piece of fresh fruit: "Excellence in restaurants can be recognized when we start to measure 'growth', not as a number, but as a commitment and mind-set." She is a hero of mine.

In the [next issue](#), we will look at how to evaluate all the media 'opportunities' that come flooding in your doors. [-->GO](#)

[\[Send Page To a Friend\]](#)

Michael Katz has recently wrote and published the e-book,

[E-Newsletters That Work](#)

The Small Business Owner's Guide To Creating, Writing and Publishing An Effective Electronic Newsletter



If you are interested in purchasing or finding out more, [click here](#).

The Method Marketing newsletter gets published twice a month and concentrates on concrete ways you can take advantage of the emerging "Experience Era".

- **Spread the Word!** If you enjoy reading this newsletter and have a friend or colleague you think might enjoy it as well, please forward it on. Anyone can sign up for a free, privacy-protected subscription by emailing methodmarketing@LinkincMethodMarketing.com and say, "Sign me up!"
- Are there topics you would like the newsletter to cover? Are there improvements or changes you would like to see? Email methodmarketing@LinkincMethodMarketing.com
- To be removed as a subscriber, simply click '[reply](#)' and say [Unsubscribe](#) in the email. You will be removed immediately

| [Home](#) | [Newsletter](#) | [Clients](#) | [Seminars](#) | [Bio](#) | [Contact Us](#) |

Copyright © 2003 Richard K. Hendrie , LINK Inc. *Method Marketing*®
9 Centre St. Cambridge, MA 02139 (v) 617-335-1011
methodmarketing@LinkincMethodMarketing.com