



Mystery Dining Evaluation Form

Business Name: The Crown Bistro
Location/Branch: Norwich City Centre
Date of Visit: 19th March
Time of Visit: 4:15 PM
Party Size: 2
Employee(s) Interacted With: Shirley (Waitress), Kay (Barman), Andy (Manager)

1. Arrival & Greeting

- ✓ Host/hostess greeted promptly upon arrival
- ✓ Wait time to be seated was reasonable
- ✓ Host/hostess was friendly and professional
- ✗ Reservations (if applicable) were handled correctly

Notes:

We were welcomed warmly at the entrance and seated quickly. Although the greeting was professional, they were unable to find the reservation but eventually found it and we were seated.

Photos:

		
		

2. Service & Staff

- ✓ Server greeted table within 2 minutes
- ✗ Server introduced themselves by name
- ✗ Specials/promotions explained clearly
- ✓ Order taken accurately without errors
- ✗ Food and drinks delivered in reasonable time
- ✓ Staff checked back appropriately (not too often, not absent)
- ✓ Staff were polite, knowledgeable, and professional
- ✓ Bill presented promptly and accurately

Notes:

The waitress was attentive and friendly, ensuring orders were correct. However, she did not introduce herself, and promotions were not explained, which was a missed opportunity. Service was slightly slow, particularly for drinks, though staff handled questions well and remained professional throughout. The bill was presented promptly on a tray with two mints.

Photos:

3. Food & Beverage Quality

- ✓ Food served at correct temperature
- ✓ Presentation consistent with brand standards
- ✗ Taste and freshness met expectations
- ✓ Portion size appropriate for price
- ✓ Drinks served correctly and as ordered
- ✗ Glassware is clean and free of smudges & cracks
- ✓ Menu items were available (no frequent “out of stock”)

Notes:

We ordered steak frites, macaroni cheese, & two diet cokes. The steak was well done when I requested medium/rare, but the mac and cheese was fresh and tasted great. The coke glasses had alot of finger print marks around the rim. The food was presented beautifully with a garnish ontop of the macaroni cheese & cutlery was ready at our table when we arrived.

Photos:

4. Cleanliness & Environment

- ✓ Exterior of restaurant was clean and inviting
- ✗ Tables, chairs, and floors were clean
- ✗ Restrooms were clean and stocked
- ✓ Lighting, music, and temperature created a comfortable atmosphere
- ✓ Décor and branding consistent with restaurant identity

Notes:

The entrance and dining area were visually attractive, but closer inspection revealed crumbs on the floor and the table tops were sticky from cleaning spray. Restrooms were functional but not thoroughly cleaned and toilet roll was missing from two stalls. The overall ambiance was pleasant with warm lighting and consistent décor.

Photos:

5. Marketing

- ✓ Promotional materials (flyers, posters, table tents) visible and up-to-date
- ✓ Digital screens or signage displaying current promotions
- ✗ Staff mentioned or promoted specials/loyalty programs
- ✓ Menus included clear and accurate promotional information
- ✗ Social media handles or QR codes were visible and accessible

Notes:

Marketing materials were professional and current. Menus included accurate details of the BOGOF promotion, and digital signage was engaging. Staff, however, did not verbally mention specials or loyalty programs, and social media information was not clearly displayed.

Photos:

6. Overall Experience

- ✓ Service matched or exceeded expectations
- ✗ Food and drink quality matched or exceeded expectations
- ✓ Atmosphere was pleasant and consistent with brand
- ✓ Value for money was fair
- ✗ Cleanliness matched expectations
- ✗ Would I recommend this restaurant to others

Notes:

The visit was generally positive in terms of service, branding, and atmosphere, but food quality and cleanliness did not fully meet expectations. With improvements to consistency in freshness, hygiene, and proactive promotion, the restaurant could deliver a much stronger overall dining experience. In particular, ensuring that all glassware, tables, and restrooms meet a higher standard of cleanliness would greatly enhance the customer impression. Likewise, addressing inconsistencies in the food that is ordered would strengthen the dining experience and help justify the menu's value for money.

Marketing efforts were visible but could be elevated further by having staff actively promote specials, loyalty programs, and social media engagement. Encouraging the team to highlight these offerings would not only increase customer awareness but also build repeat business. Overall, the restaurant demonstrates strong potential, with dedicated staff and an inviting atmosphere providing a solid foundation for growth if operational details are refined.

Photos: