2490 The Product Culture That Forms in the Kitchen

Product Book · https://kb.jeffreysummers.com/docs/2490-the-product-culture-that-forms-in-the-kitchen/

The kitchen culture that the head cook is building — not through speeches but through how they respond to the first mis-en-place mistake of the day. The standard that is being transmitted — not through the spec sheet but through whether the veteran line cook accepts a substandard plate or sends it back. The product culture that exists in the moment between the ticket printing and the plate leaving the pass.

[Micro-Moments] in the Product fundamental is the accumulated signal about what the standard actually is — as distinct from what the standard document says it is. The kitchen cast member who watches the operator accept a substandard plate under pressure has learned something: the standard is conditional. The one who watches the plate get sent back every time has learned something different: the standard is real.

Those micro-moments compound. The first accepted substandard plate creates a permission structure. The permission structure becomes the new standard. The new standard produces the product the Guest receives — which may bear no resemblance to the spec.

The Product discipline for [Micro-Moments]: the operator who is intentional about every product standard moment — who notices when the standard is being negotiated in a micro-moment and intervenes — is building the product culture one moment at a time. The plate that goes back. The prep that gets redone. The portion that gets corrected. Each one is a micro-moment that teaches the kitchen what is actually required.