

The Guide Every Restaurant Manager Needs to Read.

How to gain an AI companion who takes dozens of tasks off your plate daily.

15 mins reading time | No tech skills required

You manage a restaurant, bar or cafe and you have been holding everything together with sheer willpower.

Your days look something like this.

Someone called in sick and the rota needs reworking. The menu needs updating but nobody has time to rewrite the descriptions, format the layout, or upload it to the website. There's an unfair complaint on Google you still have not responded to. Dozens of unanswered emails about table reservations and a lost scarf. The chef is pissed you still have not advertised for a new sous chef. Payroll is due and you have not double-checked everyone's hours. To top it all off the coffee machine is spitting out watery coffee again and you have not sat down for more than 2 minutes all day.

Somewhere in all of this, you are supposed to actually run a restaurant and interact with your customers.


I get it. I have spent 23 years in this industry. 14 of those as a general manager across very different restaurants. I also founded a table reservation system, a POS system and a self-order and takeaway platform - which meant I did not just see the chaos inside one restaurant, I saw it inside hundreds.

I did all of this before AI existed. And I can tell you honestly: if I had had what you are about to discover, my life would have been unrecognisably easier.

You are probably reading this because everyone keeps telling you: "You should use AI!"

And your reaction is probably somewhere between "I don't have time for this" and "I wouldn't even know where to start."

This guide exists because of one simple truth.



AI is the easiest technology you will ever use. Easier than your POS system. Easier than Excel. Easier than figuring out that stupid coffee machine.

But this is not a guide about asking AI what the weather is. This is about showing you, step by step, how AI can handle the real work that has been burying you.

WHAT AI CAN ACTUALLY DO FOR YOU

Every one of these pain points? AI can help. Right now.

Let's go back to that nightmare day. Here's what AI does with each problem - and how long it takes.

That unfair Google review?

Paste it into AI. Ask for a professional reply. Better than anything you'd write at midnight after a 14-hour shift.

20 seconds

The sous chef job ad you keep putting off?

Tell AI the role, the salary, the vibe. Get a polished, ready-to-post listing.

30 seconds

15 reservation emails and the lost scarf?

Paste them in. AI drafts individual, personalised replies to every single one.

2 minutes for all of them

Instagram has not been posted on in days?

Describe today's special or snap a photo. AI writes a caption with hashtags ready to post.

15 seconds

Need to boost social media engagement?

Ask AI to create polls, question stickers, this-or-that posts, or behind-the-scenes ideas tailored to your restaurant.

30 seconds

Menu needs updating with new dishes?

Describe your new dishes. Get beautifully written descriptions, allergen info, dietary labels, and a formatted menu.

5 minutes

Website still showing last season's menu?

Give AI your new dishes. Get updated descriptions with allergens, dietary info and translations.

3 minutes

Payroll hours need checking?

Paste the timesheet data. AI spots discrepancies, flags overtime and calculates totals.

1 minute

New starter on Monday and no training manual?

Tell AI your restaurant type and role. Get a complete first-day checklist.

1 minute

Coffee machine spitting out watery coffee?

Describe the symptoms and model. AI diagnoses the causes and walks you through fixing it.

30 seconds

Rota needs reworking?

Give AI your staff list, availability and the shift that needs covering. It builds you options.

1 minute

**That's your entire nightmare day. Every single problem, handled.
Total time? Under 15 minutes.**

HOW TO GET STARTED

How to gain your own AI companion.

This is not theory. Let's set you up right now.

STEP 1: Pick your tool

You have two main options. Both are free to start. Both work on your phone and computer.

ChatGPT (chat.openai.com) - The most popular AI tool in the world. Create a free account in 30 seconds.

Claude (claude.ai) - Made by Anthropic. Excellent for longer tasks like analysing documents and writing menus.

Pick either one. Create an account with your email and you will see a text box. That's the whole interface.

STEP 2: Make it YOUR companion

Don't just ask random questions. Start by telling AI about your business. This turns a generic tool into your personal companion.

"I manage a 60-cover Italian restaurant. We have 12 staff. Average spend per head is around 28 dollars. We are open Tuesday to Sunday. I am going to be using you regularly to help me with admin, staff management, marketing and daily operations."

Now it understands your restaurant, your team and your challenges.

STEP 3: Give it a real task

Not a test. A real task from today's to-do list. Something you have been putting off.

That job ad. That Google review. That email to your landlord. That training checklist. Pick one. Type it. Watch what happens.

SEE IT IN ACTION

A real example from start to finish.

The chef has been on your case about the sous chef position. You have been meaning to write the ad for two weeks:

YOU

I need to hire a sous chef for a busy Italian restaurant in the city centre. Salary around 40,000. At least 3 years experience. Fast-paced kitchen. Family-run with a good team culture. Write me a job ad that sounds professional but also like a place people would want to work.

AI

Sous Chef - [Restaurant Name], City Centre

We are a family-run Italian restaurant looking for a Sous Chef to join our close-knit kitchen team.

The role: Work alongside our Head Chef delivering authentic Italian dishes. Help lead the team, manage prep, maintain standards.

Looking for:

- Minimum 3 years experience
- Passion for Italian cuisine
- Calm under pressure
- Strong leadership skills

We offer:

- 40,000 salary
- Staff meals every shift
- Supportive, family-feel environment
- Real opportunities to grow

Interested? Send your CV to [email].

**That took 30 seconds. Not 30 minutes staring at a blank screen.
The chef's happy. It's posted. Done.**

And if it's not quite right? Just tell AI what to change:

YOU

Good but make it less corporate. We are casual. And add that we close on Mondays.

AI

Done - here's the updated version with a more relaxed tone and Monday closures added...

You ask. AI delivers. You refine. It gets better. It's a conversation, not a one-shot search engine.

THE SECRET

The one thing that separates people who love AI from people who gave up.

Most people try AI once, get a decent answer, and stop.

But the real power is in the follow-up. It's a conversation. The more you push, the more useful it gets.

Watch what happens when you keep going:

YOU

What's a good food cost percentage for a casual restaurant?

AI

For casual dining, typically between 28-35% of revenue...

YOU

Mine is at 40%. That's bad right? How do I bring it down?

AI

40% is above average. Here are 6 common causes and fixes: portion sizes, supplier pricing, waste tracking, menu engineering...

YOU

Explain menu engineering. I have heard the term but never understood it.

AI

Menu engineering means categorising dishes by profitability and popularity: Stars (popular + profitable), Puzzles (profitable but unpopular), Plowhorses (popular but low margin), Dogs (neither)...

YOU

Do this for my menu. I have 22 dishes. I'll give you the sales data.

AI

Perfect. Share the dish names, weekly sales and food cost per dish. I'll build the full matrix and highlight what to promote, reprice or remove.

Four messages. You went from a basic question to a personal business consultant analysing your actual menu data. At midnight. In your pyjamas.

A QUICK WORD

Free vs paid.

Everything in this guide works with the free versions of ChatGPT and Claude. Every single task. No credit card needed. Start there.

But let's be honest with you.

Once you start using AI regularly, you will notice the free models have limits - slower responses, shorter answers, less nuance. The paid versions (around 20 dollars a month) are a massive step up. The difference in quality is night and day.

Think about it this way

20 dollars a month for a companion that saves you hours every single day. That's less than a round of drinks. Less than a single cover on a busy night.

But don't rush into it. Play with the free tier first. Get comfortable. If you find yourself thinking "this is actually incredible" - and you will - then upgrade. You can always cancel. No contracts, no hassle.

If the free tier makes you think "wow, this is so helpful" - the paid models will blow you away.

BEING HONEST

What AI can and can't do.

AI is powerful. But it's not magic. Knowing its limits makes you better at using it.

AI is brilliant at:


- Writing and improving any text
- Explaining complex things simply
- Brainstorming creative ideas
- Analysing data you give it
- Translating menus naturally
- Creating checklists and training materials
- Troubleshooting equipment
- Giving you a second opinion

Always double-check:

- Legal requirements and regulations
- Very recent events
- Hyper-local details
- Your brand's unique voice - use AI as a starting point, add your personality

AI will never replace:

- The warmth of your smile when a guest walks in
- The instinct you built over years
- The taste of a dish made by human hands
- The relationships with your regulars
- You. AI is your companion. Not your replacement.



The golden rule: Use AI for the work you have to do so you have more time for the work you love to do.

Now close this guide and open a chat.

No course to complete. No software to install.
Just you, a text box and a real task.

**The restaurant industry is one of the hardest
industries in the world. You already survived that.
AI is easy by comparison. You have got this.**

We hope you enjoyed this introduction.

If this opened your eyes to what is possible, we have built detailed
guides that go much deeper:

- Build your website with AI - no third-party platforms needed
- Create stunning menus - design, format and sync to your website
- Run your social media - a full week of posts in 20 minutes
- Manage your team - AI communicates briefings, prep and updates
- Autonomous AI agents explained - what they are and why they matter
- Set up your own AI agent - step by step from zero

Each guide is available for 9 dollars. Every guide is regularly updated to
reflect the latest tools and best practices.

ai-bridge.restaurant

Know a restaurant manager who needs this? Share it.
The more of us who embrace AI, the stronger the industry gets.

2026 bridge. - For the people who feed the world.