Restaurant review reply templates you can make your own

A useful reply shows that someone read the complaint and knows what to do next. It does not need to solve a disputed order in public. These starting points cover situations food and drink teams encounter, with separate notes for the person investigating the issue. They are writing templates, not real customer reviews or accounts of events. Replace every bracketed field, remove any sentence you cannot support, and have the owner approve the finished reply before a person posts it.

Before you use a template

Read the full review and check whether someone already replied. Confirm the location and whether the team has enough detail to identify the visit. A reviewer can describe their experience without giving enough information to reconstruct it. Acknowledge what they report without presenting an unconfirmed cause as a fact.

Choose a monitored business contact route, not an employee's personal number. Never ask a guest to put an order number, phone number, payment information or medical history into a public reply thread. Do not offer compensation the approver cannot authorize, promise an investigation that no one owns, or ask a reviewer to change their rating in exchange for help.

Cold food: acknowledge the experience without guessing why

Starting point for human approval: "I'm sorry the [item] was cold when you received it. That is disappointing. Please contact [monitored business contact] with the location and approximate visit time so [responsible role] can look into what happened."

Use only the item the reviewer actually identified. Keep possible causes out of the public reply until someone has checked the preparation, holding and handoff process. Before approving a promise to investigate, assign a person to receive the private details. A reply saying the issue was fixed requires a confirmed action; an intention to check is not completion.

Slow service: separate the reported wait from your explanation

Starting point for human approval: "I'm sorry the wait made your visit frustrating. We would like to understand where the delay happened. Please reach us at [monitored business contact] with the location and approximate visit time, and [responsible role] will review it."

Do not blame staffing, a rush or a delivery driver unless a confirmed fact is necessary and appropriate to share. Internally, distinguish waiting to order, waiting after payment and waiting for a missing item. Those are different handoffs. A general assurance about faster service is less useful than a named person checking the step the guest described.

Wrong order: offer a private route to the right decision maker

Starting point for human approval: "I'm sorry your order did not match what you expected. Please contact [monitored business contact] so [responsible role] can review the order details with you privately and explain the available next steps."

Only describe a refund, replacement or other remedy after the authorized person has confirmed it. If the review does not establish whether an item was missing, substituted or prepared differently, do not silently rewrite the complaint. Record that distinction when the team has enough detail to make it.

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Allergy mention: keep the response careful and the details private

Starting point for human approval: "Thank you for bringing this concern to our attention. Please contact [designated business contact] so [responsible manager] can speak with you privately about the visit. We do not want you to share personal medical information here."

An allergy-related complaint needs the responsible manager and the business's existing food-safety and escalation procedures. This template is not medical guidance or a substitute for those procedures. Do not diagnose, dispute a health concern in public, promise that an item is safe, or invent a preparation change. Have the appropriate manager review the wording and handle sensitive details through an approved private channel.

Delivery complaint: establish the handoff before assigning blame

Starting point for human approval: "I'm sorry your order arrived [issue described by the guest]. Please contact [monitored business contact] with the order details privately so [responsible role] can check the preparation and handoff information available to us and explain the next step."

Use this when a Google review describes a delivered order. It does not imply that a tool connects to a delivery platform. Check what the restaurant can actually observe. If records do not establish who caused a delay or damaged packaging, say so internally instead of assigning blame in the reply. Keep any remedy within the business's actual authority.

The owner's final approval check

Read the draft as the guest will read it. Does it acknowledge their specific concern? Is every factual statement supported? Is the contact route monitored? Can the named role carry out the next step? Remove unfilled fields, unnecessary guest details and promises without an owner. After approval, a person posts the reply and records whether a separate operational follow-up is still open. These templates never post anything.

Keep the original complaint and the public reply separate from private order details.

Record who approved the final wording before posting.

Give any promised follow-up a named owner and a locally agreed due time.

Do not mark an operational problem resolved just because the reply was published.

Source: https://www.repliohq.com/restaurant-review-reply-templates