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MASTER THESIS

**THE WINE TOURIST CANNOT LIVE BY WINE ALONE
CONSIDERATIONS FOR CONCEPTUALIZING A
RESTAURANT AT AN ESTABLISHED WINE TOURISM SITE**

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TABLE OF CONTENTS

1. ABSTRACT.....	3
2. INTRODUCTION.....	4
1.1 Background of wine tourism research.....	4
1.2 Research Proposal.....	5
1.3 Description of the host company.....	5
1.4 Wine Tourism at the host company.....	7
1.5 Training and duties during the internship.....	7
3. LITERATURE REVIEW.....	10
4. METHODOLOGICAL APPROACH.....	11
4.1. Qualitative data.....	11
4.1.1 Interview with the brand manager.....	12
4.1.2 Interview with the food and beverage manager.....	12
4.1.3 Thematic analysis.....	12
5. RESULTS.....	13
5.1 Current stage of the restaurant concept.....	13
5.2 Thematic analysis.....	16
5.2.1 Ambience.....	16
5.2.2 Service.....	16
5.2.3 Menu.....	16
5.2.4 Price.....	17
6. DISCUSSION.....	17
7. CONCLUSION.....	19
...	
REFERENCES.....	21
APPENDIX 1.....	23
APPENDIX 2.....	40
APPENDIX 3.....	41

1. ABSTRACT

Wine tourism is a growing activity. It has become more and more common for vineyards and wine cellars to open their doors to visitors, not only to showcase their product, but also as a separate source of revenue managed independently. As wine tourism has become more in demand, the offer to meet that demand has become more elaborate and sophisticated. Vila Nova de Gaia in northern Portugal offers the opportunity for a unique case study on the current state of the wine tourism offer. The research question for the present work focuses on what are the best practices for a restaurant with a direct link to a port wine lodge, either on the same premises or adjacent. The inspiration for this research arose from the practical need for Symington Family Estates to best plan for the opening a restaurant on the premises of Cockburn's lodge. To understand the current state of the restaurant concept, unstructured interviews were conducted with decision-makers at the company. Then, online customer reviews were compiled from Trip Advisor from eight restaurants in the area connected to a port wine lodge. These reviews were then coded and analyzed thematically to understand the best and worse practices affecting customer experience from 2019 to 2022. These results were then used to suggest best practices for the planning and decision of the future restaurant. The findings of this research could provide a roadmap for future similar studies and provide insights on the relationship between wine and food tourism experiences.

Keywords: Wine Tourism, Port Wine Lodge, Restaurant, Experience Economy, Brand Identity, Customer Journey

2. INTRODUCTION

2.1 Background of wine tourism research

Wine tourism, as a form of special interest tourism, can be classified as 'visitations to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivation factors for visitors' (Hall et al., 2000, p. 5). Although Quadri-Letti and Fiori (2012, p.3) limit wine tourism to 'a single-attribute example of rural tourism', this narrower definition fails to encompass the full breadth of wine tourism, which can also include events and wine-related establishments in urban environments. The port wine lodges dotting the riverside in Vila Nova de Gaia, Portugal provide plentiful examples of authentic wine tourism experiences possible amidst a major metropolitan area and tourist hub.

As an academic focus, wine tourism is relatively in its infancy with related studies only first appearing from 1990-2000 (Getz, 2000). These studies mostly focused on three themes: destinations' strategies, actors in the wine tourism industry, and wine tourists' behaviors (Thanh and Kirova, 2018). More recent research has focused on the experiential side of wine tourism (e.g., Carmichael, 2005; Cohen & Ben-Nun, 2009; Pikkemaat, Peters, Boksberger, & Secco, 2009; Quadri-Felitti & Fiore, 2012, 2013). This is a logical focus as the goal is to more deeply understand the primary motivation of tourists, which is to have new experiences in places disconnected from the mundane and familiar experiences of their everyday lives (Kim, 2010).

As the quantity of wine tourism offers has increased, so has the desire to expand and increase the quality of the offer (Hall et al., 2000). The port wine lodges again provide a good example here. Up until the past decade, most of the port houses only offered a wine tasting (either for free or for a low price) and a visit to their shop, often in a small and humble welcoming area, whereas today the offers have evolved into elaborate experiences with guided tours among the barrels and tastings led by well-trained wine educators (Rita and Mouro, 2022). To further expand the offer, many companies have also decided to open restaurants to take advantage of the natural pairing between food and wine (Rita and Mouro, 2022). Cockburn's, which is owned by Symington Family Estates, is one of the latest port wine houses to decide to do so and this thesis aims to lay out best practice guidelines for the concept of the restaurant.

2.2 Research proposal

There is limited research available on how to integrate a restaurant within a pre-existing wine tourism site. This work aims to fill that gap and provide guidance to the decision-makers of the company during the planning and development of the restaurant. This will be accomplished through interviews with the abovementioned decision-makers to establish their current goals and objectives. Furthermore, data on the competition (eight restaurants in Vila Nova de Gaia connected to a port wine lodge) will be compiled from online customer reviews posted within the last two years. This qualitative data will be coded and analyzed thematically (Braun and Clark, 2006). The information obtained from these interviews and from the thematic analysis will then be compared to the literature on wine tourism with special focus on the theoretical framework for understanding the wine tourism experience (Quadri-Letti and Fiori, 2012). The research questions to be answered are: 1) What are the best practices for a restaurant at a port wine lodge? 2) What are practices to be avoided for a restaurant at a port wine lodge? As the brand identity of Cockburn's plays a vital role in shaping the guidelines to design the new restaurant, the following sections of this chapter will introduce the host company, including the current wine tourism offer and the author's responsibilities during his internship at the company.

2.3 Description of the host company

Symington Family Estates (SFE) is the largest landowner of vineyards in the Douro region (SFE, 2022a) and controls four of the most prestigious and historic port wine houses, along with other brands producing dry white, rosé and red table wines in both the Douro and Alentejo regions. Graham's, Cockburn's, Dow's and Warre's (Figure 1) are the four port wine houses owned and operated by the Symington family, while Quinta do Ataíde, Altano, Prats & Symington and Quinta de Vesuvio (Figure 2) produce table wines in the Douro (the latter also producing port wine using the traditional foot-treading method) and Quinta da Fonte Souto (Figure 3) produces dry table wine in the Alentejo, which started production in 2017 and is the Symington family's first vineyard outside of the Douro (SFE, 2022b).



Figure 1. Port wine brands
Source: (SFE, 2022e).



Figure 2. Douro table wine brands
Source: (SFE, 2022e).



Figure 3. Alentejo table wine brand
Source: (SFE, 2022e).

Besides owning the most vineyards in the Douro with 26 *quintas* (vineyard or estate in Portuguese) in prime locations totaling 1,024 hectares, SFE is also the leading Grade A vineyard holder and the leading organic vineyard farmers in the north of Portugal. In addition, SFE is the first wine company in Portugal to become a certified B Corporation, which serves as a testament to the high standards set concerning their social and environmental impact, including a strict minimum intervention protocol applied in the vineyards called Integrated Production Management, which is certified annually by Kiwa Sativa—an independent Portuguese inspection and certification body. SFE has also built the first winery in Portugal to receive the Leadership in Energy and Environmental Design (LEED) certification at Quinta do Ataíde (SFE, 2022c).

2.4 Wine tourism at the host company

SFE currently operates three separate visitor centers, two of which, Graham's 1890 Lodge and Cockburn's Lodge, are located in Vila Nova de Gaia, while the other, Quinta do Bomfim is located in the heart of the Douro in Pinhão within walking distance of the train station. All three tourism facilities have received numerous awards including the global distinction of "Best in Wine Tourism" from Great Wine Capitals (GWCGN, 1999-2022).

All three visitor centers were affected by the coronavirus pandemic to varying degrees. The Graham's 1890 Lodge was closed and reopened several times between 2020 and 2022, whereas the Cockburn's Lodge was completely closed for the entirety of the pandemic, only to reopen on the first of March this year. However, since its reopening, Cockburn's has experienced some of its best months in terms of visitor volume and visitor expenditures compared to all other months it has been in operation. The author can attest to the robust return of tourists from his personal experience leading guests through the lodge and serving tastings from behind the bar. This non-stop, hands-on experience on the front lines of wine tourism is described in further detail in the following section.

2.5 Training and duties during the internship

To serve as the internship for this master thesis, the author accepted the role of a full-time tour guide. Before giving tours in any of their port wine cellars open to receive tourists, guides must go through an extensive training period, which lasts approximately three weeks. This is not only to learn and practice the duties directly required for the role, but also includes an in-depth exploration of various aspects of the port wine trade, such as the most important export markets for each style of Porto and brand of the company, guided tastings of a selection of SFE wines, and a workshop by Riedel on the importance of different glassware for wine tasting and appreciation.

Although the training was mostly conducted at the Graham's 1890 Lodge and included an overnight trip to visit several Symington-owned vineyards in the Douro, the actual working part of the internship was performed at the Cockburn's Lodge. The main duty of the internship was to guide visitors through the Port wine lodge, while explaining important aspects concerning the history and production of Port wine.

The circuit of the tour has three main stops. The first stop is next to a full-size map of the Douro highlighting the many SFE *quintas* across the region (Figures 4 and 5). This gives the

guide an opportunity to conduct a short lecture on the climate and geography of the region, followed by the particular harvest and winemaking process for Port wine, which can be adjusted to the wine knowledge level of each group. After a short video about the Symington family, the winemaking/blending process, and an introduction to the team of coopers working at the lodge, the guests are led to the second stop of the tour—the cooperage (Figure 6). This stop allows the guide to show and elaborate on how the barrels are fixed and maintained throughout the years. Finally, the guests are led to the third stop—the impressive main hall of the Cockburn’s Lodge (Figure 7), which is a broad avenue constructed of the traditional Portuguese black and white cobblestones, sandwiched between large, wooden vats and gargantuan barrels, each aging thousands of liters of ruby port on the left, and on the right, a seemingly endless number of casks stacked four-high, each aging hundreds of liters of tawny port. Afterwards, the visitors are led to one of the two tasting rooms to try the flight of wines they have already selected, which will be explained by the guide in further detail regarding its flavor profile and its particular production process.

Besides the main duty of tour guide, the internship also entailed other responsibilities in the reception, shop, and behind the scenes at the bar and kitchen areas. Duties at the reception included answering general queries and booking reservations both in-person and on the phone in English, Spanish, and Portuguese. Duties in the shop included selling and explaining wines to potential clients, while ensuring all the shelves remained in full-stock and well-organized. Duties at the bar and kitchen areas included serving wines and snacks, while ensuring the cleanliness of the glassware and performing quality checks on the open bottles of wine, particularly in the case of the vintage ports.

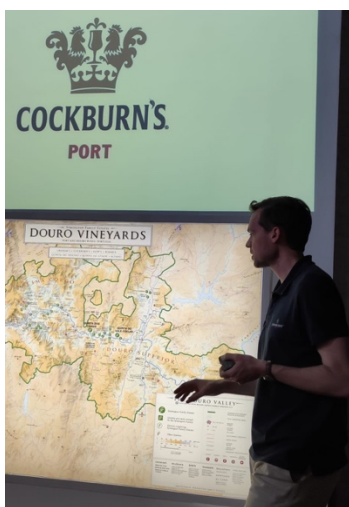


Figure 4. Map of first stop of tour.
Source: Own elaboration



Figure 5. Seating area of first stop of tour.
Source: Own elaboration



Figure 6. Cooperage and second stop of tour.
Source: Own elaboration



Figure 7. Main hall and third stop of the tour.
Source: Own elaboration



Figure 8. A section of the tasting room with a bold, modern color scheme
Source: Own elaboration

3. Literature Review

As this restaurant will be operating within the broader context of wine tourism, it is important to first establish an understanding of the state of research in this field. As mentioned in the introduction, wine tourism research has moved from a focus on destination strategy, actors in the field, and behavior of individuals to a more holistic view of the wine tourism experience as a whole using constructs from experience economy research. Quadri-Letti and Fiori (2012) have created a theoretical model based on this research, particularly Pine and

Gilmore's (1998) framework on the four realms of experience (esthetic, education, education, escapism), to explain the experiential nature of wine tourism and have proved to be an invaluable tool for other researchers in the field. For example, Fernandes and Cruz (2016) expanded on this framework and others to test how seven different components affect experience quality using visitors to the Port wine cellars as their study sample.

As mentioned in the introduction, there is a gap in the literature concerning best practices in opening a restaurant in the specific context of wine tourism. Most of the research approaches the topic from a more global view. For example, Hall and Mitchell (2007) compare food and wine tourism by exploring where these two categories of niche tourism overlap from the perspective of destination management. Although their survey result of wine tourists highlighting a lack of food at wineries is instructive, it is only a very first step for this topic. Giovanni et al. (2017) also explored the relationship between food and wine tourism by conducting a survey on the restaurant offer. This was also more from the global view of destination management and explored the topic from the perspective of restaurant managers, who were asked to share their views on the regional tools in their region to promote the industry.

Nevertheless, there are plenty of studies in the field of hospitality management and business studies exploring how to compare restaurants. A large portion of the studies employ complex data mining tools to compare hundreds or thousands of restaurants across different categories, such as Gao, et al. (2018) and Keyt et al (1994). The advanced methodologies used here were outside the scope of the present research, but the categories employed in these studies provided guidance for the coding and thematic analysis of the restaurants compared in this thesis. Truc et al. (2022) recently explored how consumers perceive authenticity in restaurants through a qualitative analysis of online reviews, which provided inspiration and justification for the current research.

4. Methodological Approach

4.1 Qualitative Data

The first stage of the primary research of qualitative data involves unstructured interviews with two of the key decision-makers for the design and planning of the restaurant at Cockburn's. As unstructured interviews are a suitable method to gather data for theory development as opposed to theory testing (Denzin, 1989), this would provide the means to understand the current stage of the restaurant proposal and potential limitations or

expectations for this proposal. As the author knew little about the restaurant proposal prior to this research, these unstructured interviews proved to be a vital first step in shaping the framework of this research.

4.1.1 Interview with the brand manager

The first interview was held on 20 April 2022 with the brand manager of Cockburn's, Mr. Andrew May. The objective of this interview was to better understand the restaurant project from the point of view of the brand manager. The interview was unstructured and lasted about forty-five minutes. The author took notes of the main concepts expressed by Mr. May during the interview, which are presented in the results section and analyzed in the discussion section, along with supplementary material either provided by Mr. May after the interview or added by the author from company marketing materials that were deemed relevant to better understand the brand identity.

4.1.2 Interview with the food and beverage manager

The second interview was held on 28 April 2022 with the food and beverage manager of SFE, Mr. Fernando de Assis Coelho. The objective of this interview was to better understand the restaurant project from the point of view of the food and beverage manager. The interview was unstructured and lasted about forty-five minutes. The author took notes of the main concepts expressed by Mr. Coelho during the interview, which are presented in the results section and analyzed in the discussion section, along with supplementary material either provided by Mr. Coelho after the interview or added by the author from company marketing materials that were deemed relevant to better understand the restaurant concept.

4.1.3 Analysis of the competitive landscape

The second stage of the primary research involves gathering data on the competitive landscape. Eight restaurants in Vila Nova de Gaia were chosen as the main competitors due to their close ties to a port wine lodge, including Enoteca 17.56 (Real Companhia Velha), Uva (Cálem), Barão Fladgate (Taylor's), Restaurate DeCastro (Porto Cruz), Vinum (Graham's), and Pip, T&C, and 1828 Steakhouse, which are all part of the World of Wine facilities. Although all bars and restaurants in the Porto metropolitan area could be considered part of the competitive landscape, the selection was limited to eight to avoid having too broad of a research scope and to focus on the best practices currently employed specifically by port wine lodge restaurants. To this end, online, customer reviews from Trip

Advisor posted within the last two years about each of the eight selected restaurants were compiled into one document. Online reviews have the advantage over conventional consumer surveys in that they avoid bias of time constraints and proximity to the service deliverer (Mkono, 2012). There were approximately 15-20 reviews for each restaurant. The reviews were then coded into four themes: ambience, menu, service, and price. The ambience category includes aspects such as the view, decór and theme of the restaurant. The menu category includes comments on the food and drink selection and its quality. The service category includes aspects regarding how the customers were treated by staff before and during the meal. The price category includes comments on what the meals cost and often whether or not the price was justified by the experience. Each incident related to each theme was then separated into separate documents to conduct a thematic analysis following the criteria laid out by Braun and Clark (2006). Google Docs then processed the content of each theme to provide a word frequency table and a Word Cloud. The results of this analysis are provided in the following section.

5. RESULTS

5.1 The current stage of the restaurant concept

Due to the responsibilities of this role, Mr. May expressed that his main concern is the image of the Cockburn's brand. His primary goal with the restaurant project is to ensure the continuity of the brand identity, which would ideally be complemented and reinforced by the design and ambience of the restaurant.

The brand identity of Cockburn's can be best summarized by two taglines often used in the company's marketing material: 1) Bold in a world of old; 2) Welcome to the family SFE, 2022d). The first phrase expresses how the brand identity strives to be more young and fresh in comparison to other port houses, including the other three owned by SFE. This boldness is expressed in some of the decorative changes recently made in the lodge and tasting room (Figures 5 and 8). The bold color scheme chosen for the wall panels, stools, and mural are a clear expression of this aspect of the brand identity and a departure from the more stoic and reserved color schemes used in the past by Cockburn's and many other port wine houses. The second phrase is also a departure from the more reserved identities typical across the wine trade, whether port or non-fortified wines. Welcoming visitors to the Cockburn's family requires a less formal, more laid-back approach, which should be expressed throughout all aspects of the company from the speech and dress code of the

guides to the visual representation and tone of voice on social media and marketing materials.

As the restaurant will become an important extension of the brand image, its principles would ideally be in line with such concepts, embodying the following keywords: authentic, welcoming, generous, earthy, quirky, and Portuguese. The restaurant design should also exemplify the following mission statement:

Cockburn's believes in spending quality time with the people who matter most to you, without formalities. Pass left or pass right—who cares? We're about having a laugh and putting the cares of the world to one side for a while.

Traditionally there was a time for port wine... but all that tradition is getting in the way of people having excellent moments with their nearest and dearest. After all, it's all about who you drink it with, not how and when (SFE, 2022d, para. 2).

During the interview, Mr. May also presented the example of Daffodil Mulligan, a bar and restaurant in London, which fits his vision to the style and ambience that could be partly emulated for this new destination at Cockburn's. The vibe at this location is well encapsulated in the explanation of the etymology of its name found on their website:

Daffodil Mulligan is the name of the daughter of Biddy Mulligan - a legendary Irish street seller, who was immortalised in the song "Biddy Mulligan the Pride of the Coombe". Daffodil herself has also inspired her own song by Dublin folk band Lankum. The restaurant's identity articulates her spirit and retains an earthy, individual aesthetic (Daffodil Mulligan, 2022, para. 1).

This earthy, individual aesthetic would lend itself well to the Cockburn's restaurant project, especially considering the rugged authenticity to be found in each stave of seasoned wood throughout the lodge and cooperage. This is why Mr. May has also proposed that the seated dining area make use of the view to the interior of the barrel cellar. This opportunity to demonstrate authenticity and sense of place should certainly not be overlooked.

Mr. Fernando de Assis Coelho reiterated that the restaurant concept is still in its initial stage and echoed Mr. May's sentiment about the core value of the Cockburn's identity to bring people together in a generous and slightly irreverent style. He also provided some more details about the exact location and layout of the future restaurant. Most impressively is the view the facilities will have overlooking the Douro with the Don Luis I bridge and Serra do

Pilar monastery to the right and the Clérigos tower visible straight ahead (Figure 9). To describe the restaurant, Fernando used words like dynamic and versatile, elegant without pretension. He also expressed the practical concern of the outdoor spaces being adaptable to different weather and temperature conditions to provide shelter from the rain and portable heating devices for the colder months.



Figure 9. Vantage point from the terrace of the projected restaurant site (SFE, 2022f).

Mr. Coelho continued to explain that the restaurant would not only be composed of a dining area for 40-50 people, but would also include a bar and terrace for up to 80 guests and a rooftop bar with a capacity for 40 guests at a time. He confirmed the plan for the dining area to take advantage of the views of the casks in the lodge without breaking the connection to the views on the outdoor terrace. This exterior would be designed in a way to maximize its incomparable views of Porto and the Douro river, serving light meals and Port cocktails that could be enjoyed at different times of the day or night. Another key concept is the central bar with an open kitchen that would invite the intermingling both among guests and between guests and staff. A natural setting to welcome patrons to the Cockburn's family.

The rooftop bar would create a setting for clients to forget their cares and the passage of time for a while with a wood fireplace, water fountain and lounging options, such as sunbeds. Although this space would only be open seasonally, it will provide a unique destination for guests to appreciate a glass of Port while overlooking the city that lends its name to this timeless beverage.

5.2 Thematic analysis

5.2.1 Ambience

It is no surprise that a view overlooking the city skyline of Porto or the river, or ideally both, is a key feature in the design of nearly all of these restaurants. The terraces are also one of the most noted features, placing ninth on the list of words in terms of frequency with six mentions. There are two unique attributes that must be highlighted. First is the possibility to dine inside of a Port wine barrel at T&C Restaurant. This experience was mentioned in nearly half of the reviews and clearly makes an impact on visitors. Second is the design of the servers' uniforms at 1828 Steakhouse, which are inspired by the same uniforms worn in the Portuguese Revolution in the year that gives the restaurant its name.

5.2.2 Service

The service is the most important category in terms of the quantity of words dedicated to describing the service whether the experience was good or bad with 44% of the total word count of incidents extracted from the reviews (2519 words out of the total of 5721 words). This appears to be the factor that can really make or break a restaurant experience. Bad service is written about in full, whereas good service is also explained in much detail. In general, the restaurants had positive and negative reviews evenly distributed. Important to note are the situations that stood out as either especially good or bad. Service around special occasions, such as birthdays and anniversaries, are of particular importance. There were two instances where the guests were crest-fallen over their special day ruined due to lack of consideration and one instance where the reviewer was overflowing with joy over the simple gesture of a candle on a complimentary dessert. Small gestures can go a long way. Another key point that appeared in many instances was knowledge of the staff and their willingness to share that knowledge with the guest. This was a similar deal-breaker for the guest between a good and a mediocre or bad experience.

5.2.3 Menu

The menu is the second most important category in terms of word count with nearly 30% of the total, but this would largely be due to the fact that the reviews are most descriptive about the dishes and that there are many drinks and food items to describe. Many of the reviews appreciated a large and varied menu. Some were concerned about small portion sizes. Complications regarding the existence and clear communication of gluten-free, vegetarian,

and vegan options is a recurring issue at many of the restaurants. Two unique offers to highlight are related specifically to Port wine. Many of the reviews appreciate the Port wine cocktails they tried and only one restaurant provided a tasting menu where each dish was paired with a different type of Port wine. The comments concerning the latter were overwhelmingly positive. This unique offer deserves more attention.

5.2.4 Price

The price category was the least extensive one written about with less than 10% of the total word count (only 395 words out of 5721). As might be expected, the reviewers often were not in agreement concerning whether the price was high or reasonable for the quality of the food, service, and ambience. The main takeaway from this category is that if the restaurant has a premium price, the food, service, and ambience should also be at a premium level. In addition, no one enjoys a hidden couvert charge.

6. DISCUSSION

This inductive approach to explore the research questions posed challenges in two different ways. The first, more obvious challenge was compiling the qualitative data from both the interviews and reviews to analyze the trends and themes that appear. This may have been time-consuming, but it was a rather straight-forward process. On the other hand, the second, less obvious challenge involved attempting to figure out what was left unsaid or inferred by the context of the restaurant experience. Both processes are necessary to understand what is present at existing port lodge restaurants and in the concept of the future restaurant, while also attempting to envision how this concept could be improved by the implementation of best practices laid out as a result of this qualitative research.

The best practices that emerged as a result of this research can also be divided into the more and less obvious. The more obvious practices would likely be common sense and little surprise to anyone who works in the industry or even often frequents restaurants. However, the less obvious practices, or the more unique instances, that emerged during this research will be more helpful for answering the research questions of the current work. Fortunately, the restaurant concept laid out in the interviews certainly meets the criteria of the more obvious practices, so it would appear to be well-positioned in that respect. The less obvious practices could provide some direction regarding a theme and certain must-have features.

First, the more obvious best practices and then the less obvious best practices will be explored by theme.

Regarding the ambience, a view over the river and/or of the Porto city skyline emerged as a must-have feature. This is one of the most common mentions in this theme and clearly takes advantage of a major strength of this particular location in Vila Nova de Gaia. Fortunately, the current restaurant concept takes full advantage of this strength and is set to be one of the prime locations for this spectacular view. Closely linked with this view is having a terrace or roof-top bar to enjoy it from. The concept has also included these attributes. However, two unique strengths that emerged from the competitive analysis are related to theme and design of the restaurant. T&C restaurant is the only one where guests can dine inside of a wine barrel. This unique experience was enthusiastically highlighted in nearly half of the reviews and should be considered a best practice to replicate, if not exactly, then in a similar way to heighten the exclusivity of the experience. The uniforms worn by staff at 1828 Steakhouse is another mentionable aspect related to the theme. In this case, the uniforms are inspired by the ones worn by the revolutionary forces during the Portuguese revolution in 1828. Cockburn's has the possibility to implement a theme of its own, but one with even more authenticity in relation to the lodge, or more specifically, in relation to the cooperage. As Cockburn's is the only lodge with a fully working, on-site cooperage, this could very well set the theme for the restaurant and possibly even for the staff uniforms (with a nod at least in the characteristic playful and irreverent Cockburn's style).

Regarding the service, the more obvious guidelines would already be known by anyone in the industry. To briefly review, expedient, friendly, and professional service is highly appreciated, whereas slow, unkind, and unprofessional service is frowned upon. A less obvious good practice that could pay off well is to ensure that if the guest has a special day to celebrate, then do not overlook a complimentary drink or dessert. This relatively small gesture can make a notable impact on customer satisfaction. Another notable good practice is both the knowledge of the server and their willingness/ability to share that knowledge with guests. This can be a differentiating factor for the restaurant. SFE trains their guides in such a way as to have wide knowledge and a strong connection to the brand, so it would be wise to employ a similar training to the servers who will be working at the Cockburn's restaurant.

Regarding the menu, the category of food is similar in most of the restaurants with a blend of Portuguese, European and international options at different gourmet levels. However, the food may not be the most important area to differentiate the restaurant. Instead, there could be a greater focus on what is paired with the meal and what is served before and after. Only

Barão Fladgate offers a tasting menu that pairs the starters and main dishes with different port wines. This is a unique experience that could be wise to emulate. Another differentiating offer could be port wine cocktails. Most of the restaurants only offer port tonic and, at the most, only offer one additional port wine cocktail. This sets up the opportunity for the Cockburn's restaurant to be *the* place for port wine cocktails, which would complement well the recently launched line of port wines specifically blended for cocktails called Tails of the Unexpected.

Regarding the price, the analysis of customer reviews did not reveal at what price point the restaurant should situate itself. The key points that emerged from the analysis were that premium prices should be met by premium service, premium food quality, and premium ambience. Another important observation is that hidden couvert fees do not sit well with consumers. If the restaurant does decide to have a couvert fee, it would be wise to ensure that this is clearly stated and reasonable for the food included with the fee.

The main limitation of the present research was the relatively small sample size. This was largely due to the fact of a lack of recent reviews from the previous three years. In order to reduce this limitation, future studies could compile reviews from more than one source and also use data mining software to gather and interpret large amounts of qualitative data. Another issue with the study sample is that it coincides with the coronavirus pandemic, which could skew the results either more positive or more negative. Future studies will hopefully not need to incorporate reviews from a similar style public health situation.

7. CONCLUSION

In summary, the most insightful best practices to emerge are to give guests a unique experience that will often in some way educate and entertain while allowing for some degree of escapism through the aesthetics of the environment. This can be done by placing the dinner tables within a port wine barrel, having the staff wear uniforms related to a historical event, pairing unexpected drinks with dishes, or mixing drinks in new ways previously unknown to the consumer. Coincidentally or not, these best practices could fit well in the theoretical framework originally developed by Quadri-Letti and Fiori (2012) and expanded upon by Thanh and Kirova (2018), illustrated in the figure below. This suggests an overlap between the best practices to be applied to experiences in both the wine lodge and the restaurant, which could lead to creating seamless customer journeys that extend from the lodge to the restaurant and vice versa.

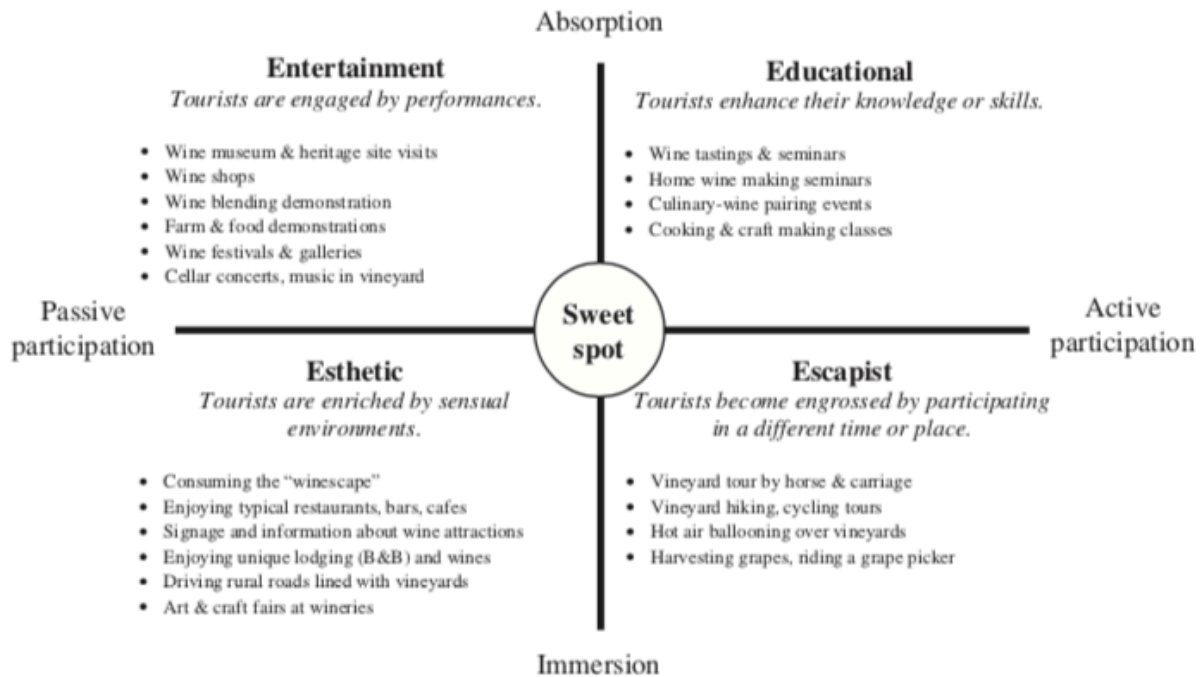


Figure 10. Theoretical framework for understanding the wine tourism experience (Source: Thanh and Kirova, 2018)

These findings strongly suggest that the experiences had in the wine lodge and the restaurant can complement each other and be developed with similar goals in mind. Although creating a profitable business model will always be the ultimate endgame, the creation of a unique, complete experience at the incorporated space shared by the winery and the restaurant is quite possibly one of the best ways to ensure differentiation from the competing offers on the market. Future proposals would benefit from keeping in mind this holistic perspective on the possibilities for the customer experience.

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APPENDICES

Appendix 1. Coding for the thematic analysis

Ambience

Enoteca 17.56	Thematic Analysis
	Codes: warm, elegant, bar
We loved this restaurant for its elegant warm ambience both at lunch and in the evening	A view overlooking Porto is central
The decor was elegant	Comfortable place to sit before meal
A beautiful dining room	
an amazing Fromage Room!	A traditional bar and outdoor terrace
view to the Porto city from the balcony is astonishing as well the decoration, and even the little store inside	
Very nice location and decor	
a beautiful open dining area with a grand view of Porto. There are comfortable leather chairs to enjoy a drink while you wait for your table	
The view over Oporto is amazing,	
The interior of the restaurant is stunning as is the view across the river to Porto.	
This is one of the few places in the Porto area that has a traditional bar to sit and enjoy a craft cocktail and there is a lovely outdoor terrace.	
Uva by Cálem	Codes: Waterfront view
Inside it is light, airy, quiet, air conditioned and with river views	Mixed opinions about modernist cube steel design
the staff were quick to help put up covers when the rain started.	
Great location to catch the sunset	A view overlooking Porto and the river is central
The location is awesome, perhaps if you were sitting down just for drinks the experience may have been different.	Shelter from the elements
The view was beautiful and the restaurant was comfortable.	
No matter where you are seated the place has a beautiful view to the Porto Bank of the river. At night, the view is amazing.	
sits right on the water front (can't really miss the cube that houses it) and has a stunning sunset location.	
the place doesn't look that special	
the views of Porto on a sunny afternoon were exceptional.	

Fantastic view of Porto across the Douro River from the futuristic pod with full height windows.	
The view is amazing, the set up of the restaurant is lovely and the chairs make for such a comfortable evening (Portuguese restaurants normally have hard wooden chairs - here they are heavenly	
Restaurante DeCastro (Porto Cruz)	Codes: contemporary design, terrace, relaxed atmosphere
Brilliant table at the front of the restaurant overlooking the River.	
a contemporary design restaurant	A view overlooking Porto and the river is central
the view over Porto is very nice from the restaurant	
The views are brilliant and the space itself is very tasteful.	
The room is lovely	
You can also eat/ drink on the terrace on the top floor and have an even better view of the river.	
Excellent view from the restaurant and the setting is beautiful.	
the place is really cool very contemporary design	
Unlike the overcrowded places around, this restaurant offers a relaxed atmosphere and great views across the river.	
Barão Fladgate (Taylor's)	Codes: spacious, stylish, elegant, terrace
a spacious room with great views of the harbour	A view overlooking Porto and the river is central
a very stylish and elegant restaurant	
The view is absolutely magnificent	Unique mention: granite walls, all foreigners
even though this may look like an upscale restaurant, you will be welcome no matter how you're dressed and even with children	
Beautiful granite walls and fantastic views over the river to the north Bank (Porto).	
It was interesting to note that all the other tables in the restaurant that night were foreigners. I did not hear Portuguese being spoken anywhere. As they say, when it comes to food, go where the locals eat...	
We were seated indoors with access to the terrace with amazing views of the Douro River and waterfront	
Spent an evening in their terrace overlooking Porto.	
View was great with a beautiful sunset.	
PIP Restaurant (WOW)	Codes: not crowded, elevated décor, great view
Great view	
Not much crowded	
Pip has very elevated decor and would be perfect for special occasions	

the view is superb	
excelente decoração	
O espaço é agradável criando um bom ambiente	
T&C Restaurant (WOW)	Code: restoration
First time we have had dinner sitting in a port barrel!	Unique attribute: Dinner table inside Port wine barrel
The building has been restored immaculately	
beautiful, clean	
sit in a wine barrel. Very cool experience	
The interiors are great - there are huge oak barrels repurposed as dining pods.	
We eat our dinner in a refurbished Port Barrel	
Dining inside a Port Barrel was a unique experience	
Jantamos dentro dentro de um pipo de vinho	
Lugar restaurado recentemente com decoração incrível. É bem amplo	
Sala lindíssima, acolhedora e original.	
O espaço é muito agradável e decoração excelente!	
1828 Steakhouse (WOW)	Codes: Elegant, beautiful, magnificent
What makes a place special, however, is it magnificent design and it's huge picture windows facing the Douro river And the city of Oporto. We had a great sunset views during dinner. One might quibble that the design of the restaurant and the waiters and waitresses uniforms – – Portuguese revolutionary ones circa 1828 – is a bit over the top, But it is all in good fun.	A view overlooking Porto and the river is central
A gorgeous restaurant with an unbelievable view of Porto. Visit before the sunset it is amazing	Unique attribute: Server uniforms are based on the Portuguese revolution from 1828
The restaurant's décor was lovely, the tables beautifully appointed	
great view over the city	
the decor of the restaurant beautiful	
the decoration is mesmerising!	
Local com uma das vistas mais bonitas da cidade do Porto. Temática inspirada na guerra civil de 1828,	
O restaurante tem um ambiente muito bom, super elegante	
O espaço é impactante	
Para completar, a vista é espetacular, só isso já compensava a visita. Chegamos cedo e pudemos acompanhar o por do sol. Espetacular.	
O ambiente era agradável com uma vista incrível	

Vinum (Graham's)	Codes: fabulous, not pretentious A view overlooking Porto and the river is central
the view was fabulous	
not pretentious at all	
And as we got the high stools on the edge of the terrace we were afforded stunning views of both Vila Nova de Gaia and Porto itself.	
The view from the restaurant is hard to beat	
The terrace itself is beautiful with a great aspect of the city so it's worth going for a drink to see that.	
Overall: It is no surprise that a view overlooking the city skyline of Porto or the river, or ideally both, is a key feature in the design of nearly all of these restaurants. The terraces are also one of the most noted features, placing ninth on the list of words in terms of frequency with six mentions. There are two unique attributes that must be highlighted. First is the possibility to dine inside of a Port wine barrel at T&C Restaurant. This experience was mentioned in nearly half of the reviews and clearly makes an impact on visitors. Second is the design of the servers' uniforms at 1828 Steakhouse, which are inspired by the same uniforms worn in the Portuguese Revolution in the year that gives the restaurant its name.	

Service

Enoteca 17.56	Thematic Analysis
quiet charm of the waiters and the sommelier	Codes:
The server we had was exceptionally friendly, helpful and made our experience very enjoyable.	Pros: Knowledgeable servers, friendly
We had a reservation at 8 o'clock and we were shown to our table right away	Cons: Unknowledgeable servers, slow service, too pushy
Our server Andre was very nice and very efficient	Unique moment: Complimentary dessert with candle for birthday guest
They had a very knowledgeable sommelier who helped us order a great bottle of wine that was enjoyed by all	
A word of gratefulness and recognition for the excellence quality of service and affection shown during the experience.	
The staff had no knowledge about food allergens	
the service excellent	
Concerning service, staff was friendly and polite, but the wine came when I almost had finished my meal and bread for the clams - despite having asked for it in due time - was serve when we had finished the clams.	
We then met Hugo, one of their somms and he arranged a lovely evening for the 4 of us. From picking top notch Portugese wines(about which we knew nothing) and picking our food, the evening was perfect	

Hugo brought a complimentary dessert with a candle	
We had such a great time that they next day husband and i went back and tried other items. Perfect evening!! thank you Hugo!!	
the service is excellent	
The sommelier had little knowledge and only interested in selling the most expensive wines rather than providing genuine advices.	
service below average	
service too insistent in pushing to drink, keeping away the relaxing atmosphere we should enjoy.	
The sommelier was very knowledgeable	
Uva by Calem	Codes:
Booked this restaurant for my Sister's 40th 2 months in advance requesting a special table, while in the airport travelling to Porto I received a call to say they could only seat us outside, I was quite annoyed as explained my grievances and was told they only have visibility of reservations 2 days in advance which I don't believe for one minute. When we arrived they wanted us to wait until another table left so they could set it for us but we decided to sit outside as the rain had cleared	Pros: Attentive, helpful, not intrusive, friendly, suggestions, professional, not stuffy, a nice chat
When we arrived they wanted us to wait until another table left so they could set it for us but we decided to sit outside as the rain had cleared.	Cons: Reservation problems, slow service, unwelcoming, indifferent
We had to ask for menus twice, we then were assigned a lovely Brazilian girl to wait our table I think her name was Jaqueline, from then the service improved.	Unique moments: Special birthday reservation not honored, given tastes of wine before ordering
Very attentive service	
Over an hour for us to order, drink and pay for two cocktails. Lots of staff, terribly disorganised	
Staff couldn't have been more helpful giving us recommendations where to visit the next day	
The service is awful	
Our attendant, named Stefanie, was fantastic! She gave us some advices on which dishes and wines to ask for. She was not intrusive at all. She was attentive and very gentle all of the time. She even let us try a few wines before ordering our favourites. Baltazar was also very gentle and recommended some of the best wines in the house.	

Spoiled by hidden charges and unwelcoming service	
excellent service from a clearly experienced head waiter - multi-lingual, attentive though not obtrusive	
After a wait of 40 minutes, I'm afraid we lost patience and left...	
Our server was very friendly and helpful	
We were suggested on the food and very good selection. The service attentive and warm.	
our waiter was really special. He suggested a variety of dishes, drinks and courses that delighted us	
Excellent friendly and attentive service	
a fabulous welcome from the staff. Very professional but not stuffy	
service was slow initially, we sat for a while without being offered drinks etc (and it wasn't busy) and the waiter appeared unhappy when we mentioned we couldn't use the Menu App on the table on a mobile phone and needed to see printed menus - which were easily within reach. Once our order was taken however, the food arrived in good time and was delicious.	
We were then disappointed as our waiter took a coffee order from us, and after waiting some time for it, I reminded him - he had forgotten . Another member of staff afterwards took time to chat with us as we had remarked on how good the food was, and we had a lovely chat with him about local seafood and Porto. Just a shame about the slower service with another member of staff to begin with and then forgetting our coffees.	
Our service was indifferent at best. I don't expect to be fawned over. I do expect courteous, reasonably attentive and friendly	
Restaurante DeCastro (Porto Cruz)	Codes:
Good service	
Service was great. They gifted us a white Port before lunch was served.	Pros: Attentive, not rushed, kind, available, professional, great recommendations
Overall service was attentive but not rushed	Cons: Not accommodating to vegetarians
The food and service were ok, not really special	Unique moment: Complimentary welcome drink
Staff are kind, available and professional	
Service is efficient but not rushed	
Service was friendly and professional,	
really great attentive service by very knowledgeable staff who really made great recommendations all round	

we then reminded the waiter that one of us was vegetarian. His immediate response to this was..."well that's going to be difficult". We asked politely for him to see if he could ask the chef if he could make something...he said no.	
The staff were lovely	
Barão Fladgate (Taylor's)	Codes:
My veggie wife was carefully catered for.	Pros: Accommodating, well explained pairing
The staff was just most accommodating explaining the food wine and Portuguese	Cons: GF option unclear
NOTHING was done other than server us what we ordered (500 Euros worth). Not a glass of port or champagne offered. Some of the food was barely warm. We flew in just for our anniversary, this was supposed to be the peak of trip. Not a single gesture was offered.	Unique moments: No special care for special anniversary dinner, Port pairings
Service was absolutely perfect	
I went to this restaurant last week and warned them in advance that I was allergic to gluten/have Coeliac Disease. When I arrived they told me they could adapt everything to my needs and to chose whatever they wanted, so I chose the Taylor's tasting menu. However, I was then told after 20 minutes that this could not be adapted at all,	
the entire experience was very stressful and clearly they are not able to deal well with allergies.	
Service was good	
the port pairing was excellently explained.	
Service was exceptional.	
Service was outstanding allowing us to have a leisurely dining experience.	
The staff bent over backwards to render us their services.	
PIP Restaurant (WOW)	Codes:
he personal is really kind and frequently check if everything is okay or not.	Pros: kind, attentive, friendly, fast
amazingly attentive staff	Cons: slow, forgetful
Staff super friendly	Unique moment:
Serviço de qualidade e rápido.	
serviço não estava afinado. Demoraram 1 hora a servir os pedidos e ainda por cima esqueceram-se de dois pratos	
T&C Restaurant (WOW)	Codes:
Firstly the staff are fantastic, the service could not have been better.	Pros: fantastic, nice, friendly, efficient, attentive
Very nice service	Cons: inconsistent, slow, careless, long wait
inconsistent service	
our hostess and our last waitress were wonderful. However between them, we had	

<p>two male waiters that were not great. One we had to flag down to take our wine order and even then he took it reluctantly and didn't ask if we wanted anything for the children to drink. The second waiter struggled to take our order and then, ultimately, got the children's orders wrong (or maybe missed them completely?!) which resulted in their food taking an hour to arrive.</p>	<p>Unique moment:</p>
<p>The staff were very friendly and efficient.</p>	
<p>A Rita que nos atendeu a mesa foi fantástica.</p>	
<p>serviço rápido e equipa muito simpática</p>	
<p>Este restaurante tinha mesas livres, mas fez-nos esperar fora 20 minutos, para poder "organizar o serviço dentro". Comentámos que preferíamos esperar sentados, mas foram inflexíveis. Depois da espera, o serviço foi lento</p>	
<p>Os funcionários são super atenciosos</p>	<p>Codes:</p> <p>Pros: welcoming, attentive, good recs, knowledgeable, informed, passionate,</p> <p>Cons:</p> <p>Unique moment: journey of learning, theme of restaurant explained, raw meats brought out to show guests before cooking</p>
<p>1828 Steakhouse (WOW)</p>	
<p>Staff are fantastic; so smart in their uniform, welcoming, attentive (without being annoying) and friendly. The waiter made fabulous recommendations and the food was stunning.</p>	
<p>The young lady who recommended our wine and port was so knowledgeable and it was a pleasure speaking to her. The whole meal was like a journey and we learned so many new and interesting things about the area, the local food and what we drank.</p>	
<p>Terrific staff</p>	
<p>we were greeted warmly and escorted to a lovely window table</p>	
<p>the service was friendly and attentive</p>	
<p>Our wine sommelier was Priscila -- she was incredible! Informed, passionate about her craft and very helpful in selecting just the right wine for our meal. Coming from the San Francisco and wine areas of California, we were highly impressed with the service, food, knowledge, care, passion and overall experience. Our meal ended with Priscilla and one of our servers walking us out and walking us to the best door to get out and on our way to our hotel. Their service knew no bounds</p>	
<p>Service was also excellent</p>	
<p>this exquisite restaurant had the most unbelievable and 5 stars service we ever experienced</p>	
<p>excelente serviço</p>	

<p>Fomos super bem atendidos pela Flavie, que foi super atenciosa. Aconselhou-nos todos os pratos que degustamos e ainda o maravilhoso vinho do Douro. Um muito obrigada, a experiência não teria sido a mesma sem ela!</p>	
<p>o serviço irrepreensível</p>	
<p>Adoramos as explicações que nos deram sobre o restaurante e a história por trás do mesmo,</p>	
<p>o atendimento é muito especial, com destaque para a Catarina.</p>	
<p>Apesar de ser um espaço requintado, o atendimento nos fez sentir em casa</p>	
<p>O atendimento foi muito bom, explicaram-nos o tema do restaurante e na hora de escolher trouxeram-nos as carnes ainda cruas para vermos a aspeto delas.</p>	
<p>Vinum (Graham's)</p>	<p>Codes:</p>
<p>the warmest welcome from the staff</p>	<p>Pros: warm, helpful, informative, good recs</p>
<p>constant attention from Dion and Pedro</p>	<p>Cons: slow, not attentive, unclear ordering process, closed bar at 7pm, old QR menu, not personable</p>
<p>we sat for 40 minutes with dirty plates in front of us and any attempt to catch an eye ignored. We may have had a sweet...or a port...but we were so fed up we asked for the bill. This was brought quickly, no enquiry as to did we want anything else or was everything ok. We felt this was really poor service and the whole meal really a great disappointment</p>	<p>Unique moment:</p> <p>Best to engage in conversation to make guests feel welcome</p>
<p>service was awful. I had to get up 3 different times from my table to find someone to serve us and even give us menus. I ordered a second bottle of wine which never came. Finally there were many items on the bill that we didn't order.</p>	
<p>We also enjoyed the service - everyone was very helpful and informative</p>	
<p>A very memorable experience slightly spoiled by the ordering process which is a complete faff. They do not give menus for the wine bar section and you have to scan the bar code on the tables and then try and decipher the menu on a smart phone screen trying to work out what menu is available in the wine bar and what isn't. And this is not easy and also not easy for the young staff who work here. For both our drinks and food order they had to come back to us and apologise that what we had ordered was not available from the Wine bar. And as you can't order via the app and have to wait for a real person to come and take your order anyway, and then come</p>	

<p>back to tell you what you ordered wasn't correct, why they can't give you a wine bar menu with what is available in the first place is a mystery to me. So a star off for this nonsense..</p>	
<p>As we arrived, we were asked if we wanted a drink on the terrace, and we loaded the respective QR-coded menu. We decided to have a cocktail from the bar, just to be informed that mixed drinks are not possible, because the bar is (still) closed. We are talking Friday night, after 7 PM.</p>	
<p>Again, the up-to-date QR-code and website features a "Graham's menu", which I liked to order. Unfortunately we were told that this menu is not available for 6 months now, and that the restaurant is not responsible for the contents of the website (!?!?).</p>	
<p>This place is markedly unorganized and the "things-we-do-not-have" list they call the menu is nothing but ridiculous and embarrassing</p>	
<p>the service was really lacking this time. Waited to be seated, waited for the menu, took ages to get our drinks and had to chase them and waited a whole hour before we got our food and then we just got our mains without the side dish which we again had to chase and wait for. Not sure if there was a staff shortage but this was just really disappointing.</p>	
<p>the staff keeps changing and very often it is inexperienced and undermanned</p>	
<p>the service was extremely slow and absent (we had to help ourselves to the wine, several times), and, worse, two hamburgers for children were made of spares of meat(!)</p>	
<p>the service which was very professional but maybe could have been more personable.</p>	
<p>The staff did not make us feel welcome/relaxed and insisted that struggle with online menus - even though the house's internal Wi-Fi system was down or unstable.</p>	
<p>Pedro was charming and assured us our table would be held. At the table we had a beautiful view of Porto and maitre d' Joao gave excellent wine and food recommendations and waiter Diogo was incredibly helpful and patient.</p>	
<p>the lady greeting us seemed irritated and unwelcoming. We were served welcome drinks on the terrace - these were just put in</p>	

front of us, no explanation just plonked down	
We ordered the 'Graham's menu' which is a tasting menu paired with Port. There was no explanation of the ports or why they were paired with the courses. Our waiter seemed generally disinterested. We were the youngest family in there so maybe there was an element of judgement. Whatever it was, it was disappointing.	
our waiter not only selected the perfect complementary wines, but he also explained why he chose them for the entrees we had ordered.	
Overall: The service is the most important category in terms of the quantity of words dedicated to describing the service whether the experience was good or bad with 44% of the total word count of incidents extracted from the reviews (2519 words out of the total of 5721 words). This appears to be the factor that can really make or break a restaurant experience. Bad service is written about in full, whereas good service is also explained in much detail.	

Menu

Enoteca 17.56	Thematic Analysis
incredible menu	Keywords: Extensive, varied, small portion for price, port cocktail
Particular favourites were the waygu tacos, prawn and almond tempura, sea bass risotto and the salted caramel parfait with homemade tangerine ice-cream	
the food itself was delicious. We had foie gras to start, wagyu steak and sushi for mains, and a caramel mousse for dessert	
The food was outstanding	
We enjoyed all of the food from the cheese selection we ordered as an appetizer all the way through the dessert.	
extensive food and wine/cocktail menu	
The meal it self starts with a great homemade bread and other couverts, the starters were delicious as all the main dishes, but the signature one's were Ovos Rotos and the sushi. Not only the food, but also the drinks are of amazing em particular the Moscow Mule and Sangria.	
The food offer is quite variate, from pizza to sushi and from bacalhau to expensive seafood	
The food was very good,	
Couvert is very expensive for what you get (3 olives, 3 very small slices of a sort of pepperoni, a small square of butter and bread - this is for 3 persons)	

<p>you can sit at the bar and enjoy top notch cocktails. Thanks to Rute we had an excellent port cocktail!!</p>	
<p>We started with a Porto Tonic and pineapple lemonade For starters with had the Ceviche and the Tuna Tartar We had meet for main dish and pineapple pie for dessert</p>	
<p>The food is below expectations</p>	
<p>The portions of the sides at the smallest I have seen</p>	
<p>The pasta they served with fish had no flavour at all, main course was acceptable, wine average</p>	
<p>Uva by Cálem</p>	<p>Keywords: Portuguese, international, Japanese fusion, Port cocktails</p> <p>Cons: Not good for vegan/vegetarians</p> <p>Unique option: fish burger</p>
<p>Food is good Portuguese/international, Japanese and Japanese fusion.</p>	
<p>We ordered carpaccio to start and egg, ham and chips (Portuguese style) the eggs were undercooked and that dish was warm not hot. I had the veal ravioli which was lovely and my family had the black rice seafood dish which was lovely too, we shared a brownie and ice cream</p>	
<p>set lunches which looked reasonable & included sushi</p>	
<p>We ordered fresh scallops, "pastéis de bacalhau" and chicken guiozas.</p>	
<p>Great food (hot sushi particularly good</p>	
<p>My mom said her salmon was the best she's ever had, and I loved my "small steak sandwiches"</p>	
<p>we didn't like our drinks</p>	
<p>Although the menu offers a multitude of choices, including sushi and many international dishes, the Portuguese dishes are a safe bet with amazing octopus amongst them.</p>	
<p>Starters - Octopus croquettes for one, fish and shellfish soup the other. Devine, both were superb. Wine delicious. This restaurant has it all. Fit out and view and staff. Mains - now here's something, fish burger, i would never order something like this however i felt if any restaurant could get this right it would be this one. teriyaki fish burger.....absolutely amazing flavour, solid chunks of fish and little else apart from a delicious teriyaki drizzle. It was amazing and anything less and i would have had food envy when hubbys main of Tuna arrived. It was sublime. Cooked to perfection and oozing in flavour. Simple use</p>	

cream (although home made - delish) and a cheesecake, both superb	
We both had clam linguine and it was the best we have ever had. Very tasty.	
The octopus was easily my least favorite of the 15+ times I've had it so far in Portugal. There was practically no seasoning and it was not prepared well. The fish was not much better. The sides on both dishes were actually the best part of the meal. Dessert was average.	
Lovely selection of great wines. Good starters. Good choice of main courses. Avoid the veal rib, way too dry for my liking, served with pretty tasteless rice.	
We enjoyed the codfish fritters, feijoada de Polvo (octopus stew with beans) and Açorda (bread stew with chorizo and pork) along with some recommended white wine.	
The entrées were quite ok (Tuna and chilies, chicken drum stick), but the main courses (pork and champignon rice, veal ribs) were overly fatty, little taste beside salt and very greasy and dry rice. No vegetables to be seen. Excellent wines save the dinner, but I would avoid for the food	
The food and service were ok, not really special	
Although the menu is limited, there are a few great appetisers, and any food you choose is excellent. The wine list is mainly around porto wine, but they have other wines to choose from. If you decide for the porto wine you'll find it was an excellent choice	
the food is well prepared and very tasty.	
all of us loved the meals we had from the veal to the shrimp and octopus it was all fresh and prepared perfectly	
She could either choose some items from the starter section or she could have a butter bean stew which is an accompaniment for another meal. My friend opted for this option. This was edible...with a bit of help from the Tabasco sauce we had been given on the side As a side note though...my cod, spinach and sweet potato dish was amazing. The flavour combinations were mind blowing! Then we chose to have the flourless chocolate cake...another disappointing dish. The "cake" had not worked but they had still chosen to serve it to us...	

...if you have any vegans/ vegetarians in your group do not go to this restaurant	
The cocktails are wither gin or Port based	
The food and wines are reasonably priced, well prepared and tasty	
Barão Fladgate (Taylor's)	Keywords: Port cocktails
Pink port tonics were delicious	Unique option: Menu where each dish is paired with a different port
There is a very interesting prix fixe menu for a modest amount that marries each course with a different port. They are trying to make the case, with considerable success, that port is not just a dessert wine but can be successfully paired with all courses in a meal.	
Who has port with lunch ! ? White , tawny and Ruby	
For around 50€ you can get a true gastronomic menu thatt has been built by a great chef around the specific charasreristics of the Taylor's Fladgate Port wines. Each course has its own port wine pairing and the experience is built so that the food perfectly complements the wine and vice versa. And if you are traditional portuguese food, there are also some options for you on the menu.	
The duck and the pork were severely lacking in flavour and my daughter's scallop starter was also very bland. However, the lemon pannacotta desert was delicious.	
Worth the visit for the tasting menu and port pairing.	
We did the tasting menu - it was exceptional! We were totally full of port and food- it was so yummy!	
Our 3-course lunch highlighted innovative dishes with lovely presentations paired with nice wines & port.	
PIP Restaurant (WOW)	Keywords: Large menu
This is a great restaurant for families or groups due to its large menu options	
food delicious	
the quality of the pizzas served was very disappointing: poor cheese, horrible tomato 🍅 sauce and the even don't use fresh basil in a Margarita Pizza!!	
Excelentes pizzas	
A carta é curta muito focada em pizzas e massas. As tostas da entrada com presunto eram boas, o risoto de salmao estava médio e o cheese cake na sobremesa era bom.	
T&C Restaurant (WOW)	Keywords: Port wine pairing, veg options

<p>The food was flavoursome and well presented. We had the chicken and the francesinha and enjoyed both</p>	
<p>good portuguese food accompanied by a great wine list- a good selection available by the glass.</p>	
<p>fantastic food (and some innovative twists on classic dishes)</p>	
<p>I loved the Fonseca organic Port they matched with the chocolate dessert.</p>	
<p>Menu para todos os gostos, desde crianças a vegetarianos.</p>	
<p>a comida é muito boa</p>	
<p>1828 Steakhouse (WOW)</p>	<p>Unique offer: four different salt options for steak</p>
<p>This is a steakhouse with very limited options for non-meat eaters. The steak was good, not the best I have had by a long shot, but enjoyable. The appetizers and desserts were also of a very high order.</p>	
<p>The wine list is quite good, and they allow you to bring your own bottle with a €15 corkage fee.</p>	
<p>We each had a steak -- done to perfection! Salt options were offered (yes, four salts each with differing effects to our meats were explained) and preparation/delivery was perfect!</p>	
<p>the food was amazing</p>	
<p>Food was delicious and the menu was fantastic</p>	
<p>Os pratos que comemos estavam fantásticos, muito saborosos e bonitos</p>	
<p>A comida estava deslumbrante, principalmente a carne.</p>	
<p>Vinum (Graham's)</p>	
<p>introduced to the Port Tonique cocktail - and tapas lunch.</p>	
<p>The menu changes but we had the seafood soup (plenty enough for two) and the artichoke starter. Both were excellent. I had the octopus entree and hubby had the special which was sea bass. Neither of our dishes seemed to be served with the sides listed in the menu but they were excellent nonetheless.</p>	
<p>End with a caramelized pineapple dessert which was fantastic. Also tried the 20 year tawny port which was surprisingly good (better than what you can get in the USA)</p>	
<p>We went for two of their Port Wine based cocktails and a selection of their tapas small plates and they were all excellent.</p>	

We opted for ceviche of sea bass and black pudding samosas to start followed by rib-eye steak and a pork dish.	
Despite the menu saying they catered for vegans and vegetarians, our dinner consisted of a tomato salad, only tomatoes, mushroom croquettes and a spinach salad, only spinach, with a tiny slice of toast and Stilton cheese. Appalling and shameful for a restaurant of this level and cost.	
The food was ok but not exceptional - my suckling pig had bits of inedible fat and a small bone still in it so that was disappointing.	
<p>Overall: The menu is the second most important category in terms of word count with nearly 30% of the total, but this would largely be due to the fact that the reviews are most descriptive about the dishes and that there are many drinks and food items to describe. Many of the reviews appreciated a large and varied menu. Some were concerned about small portion sizes. Complications regarding the existence and clear communication of gluten-free, vegetarian, and vegan options is a recurring issue at many of the restaurants. Two unique offers to highlight are related specifically to Port wine. Many of the reviews appreciate the Port wine cocktails they tried and only one restaurant provided a tasting menu where each dish was paired with a different type of Port wine. The comments concerning the latter were overwhelmingly positive. This unique offer deserves more attention.</p>	

Price

Enoteca 17.56	Thematic Analysis
We consider it was good value for money bearing in mind the quality of the dishes and service.	Pricey, but worth it
the only downside was value for money in comparison to other options in Porto/Portugal.	Pricier compared to others
The prices are a bit too high while the portions are quite small.	Pricey for portion size
the quality does not live up to the very high, unjustified price	Pricey, but not worth it
Uva by Cálem	Pricey, but worth it (x2)
reasonably priced menu.	Hidden charges
Enjoyed a starter, 2 steak mains and a dessert with drinks for £70	
The price was a bit higher than other places, but that was totally worthy! I	
Spoiled by hidden charges and unwelcoming service	
Price not high being the quality and service.	
Restaurante DeCastro (Porto Cruz)	Pricey couvert
Couvert was very expensive.	Hidden couvert charge
For the area where it is located the price was acceptable.	

a bit disappointed with the “couvert” charge of €2.50 per person for bread and olive oil	Good price
We realised once our bill came this was because the bread was not complimentary...but we had not ordered it!	
The food and wines are reasonably priced	
Barão Fladgate (Taylor’s)	Pricey, but worth it
it is more expensive than some in the area, but when everything I have already mentioned is taken into account, we still believe it is good value for money.	
It is pricey, but you are really paying for the setting and the view. The food was good but certainly not worth the price.	
reasonably priced	
PIP Restaurant (WOW)	Pricey
T&C Restaurant (WOW)	
The wine selection is good but more expensive than the other restaurants we visited	
1828 Steakhouse (WOW)	Pricey, but worth it
It isn't cheap by any means, but you get what you pay for here	
Vinum (Graham’s)	Pricey, but worth it Pricey, but not worth it
You do pay for the privilege however, and they were some of the most expensive cocktails and tapas we had all trip, but then they were worth it for the quality and the ambience.	
The food was ok but also overpriced	
We’ve eaten far tastier and more satisfying similar dishes at other eateries at a lower price point.	
There was an extensive wine list but at unreasonably high markups	
The overall bill was excessive	
Given the price (€100 p/p for the menu) and the fact there were only 4 or 5 other tables in the restaurant I would have expected the service to be on point.	
Overall: The price category was the least extensive one written about with less than 10% of the total word count (only 395 words out of 5721). As might be expected, the reviewers often were not in agreement concerning whether the price was high or reasonable for the quality of the food, service, and ambience. The main takeaway from this category is that if the restaurant has a premium price, the food, service, and ambience should also be at a premium level. In addition, no one enjoys a hidden couvert charge.	

Appendix 2. Word frequency charts

Ambience

<u>Word</u>	<u>Frequency</u>
view	20
restaurant	19
porto	14
beautiful	10
river	10
great	9
views	9
amazing	6
terrace	6
sunset	5

Service

<u>Word</u>	<u>Frequency</u>
service	44
staff	23
food	15
wine	15
menu	12
attentive	11
order	11
friendly	10
table	10
waiter	10

Menu

<u>Word</u>	<u>Frequency</u>
food	26
menu	16
port	15
wine	13
good	10
delicious	8
dessert	7
dishes	7
excellent	7
great	7

Price

<u>Word</u>	<u>Frequency</u>
price	8
expensive	4
good	4
high	4
quality	4
service	4
bit	3
food	3
money	3
priced	3

Appendix 3. Visual representation of the most-cited words in the reviews

Ambience



Service



Menu



Price

