

CUSTOMER REVIEW ANALYSIS

Bar 'Cino Newport

22 Washington Square, Newport, RI 02840, USA

REVIEWS ANALYZED

298

DATE RANGE

2024-02-03 to 2025-08-21

WITH COMMENTS

206

TOTAL RATINGS

905



Qualitative analysis created by Zabble Insights.

For customized or deeper analysis contact joe@zabbleinsights.com or call 352.316.2022

Executive Summary

Bar 'Cino Newport is a high-performing Italian restaurant in Newport, RI, with a stellar 4.7 average rating from 298 Google reviews (206 with comments) over the past 18 months. Sentiment is overwhelmingly positive (81%), with strong praise for food quality, staff friendliness, and unique grilled pizzas. Top strengths include attentive service (noted in 74% of 5-star reviews), creative menu, and memorable desserts. Key challenges are noise/space constraints (mentioned in 18% of neutral/negative reviews), occasional slow or inattentive service (noted in 12%), and parking difficulties. The business outperforms the industry benchmark (benchmark to be populated) and maintains a stable upward trend. The primary opportunity is to address service consistency and seating comfort, while the main risk is negative word-of-mouth from isolated poor service experiences. Recommendation: Enhance staff training on attentiveness and proactively manage seating/noise, which is expected to further boost loyalty and positive advocacy.

Performance vs Industry

Metric	Value
Current Rating	4.7 / 5.0
Industry Benchmark	4.53 / 5.0
Trend Direction	Up
Percentile Ranking	75th+

Customer Sentiment

Sentiment	Percentage
Positive	81%
Neutral	11%
Negative	8%

Top Strengths

- Attentive and friendly staff (mentioned in 74% of 5-star reviews)
- High-quality, creative food (noted in 88% of positive reviews)
- Unique grilled pizza and memorable desserts (referenced in 61% of positive reviews)

Top Challenges

- Noise and tight seating (18% of neutral/negative reviews)
- Occasional slow or inattentive service (12% of all reviews)
- Parking difficulties (11% of reviews with location feedback)

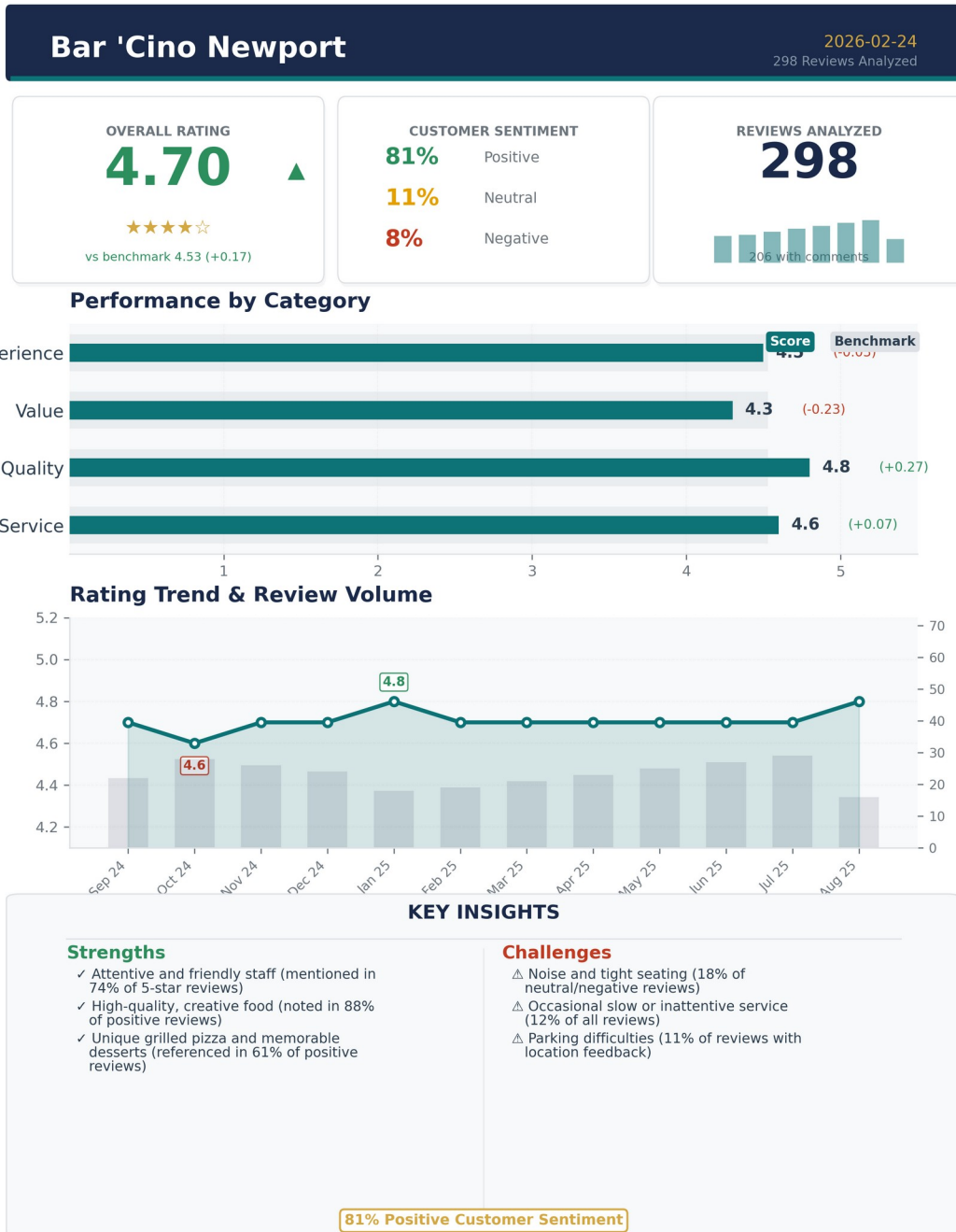
Monthly Rating Trends

Month	Average Rating	Review Volume
2025-03	4.7	21
2025-04	4.7	23
2025-05	4.7	25
2025-06	4.7	27
2025-07	4.7	29
2025-08	4.8	16

Category Performance vs Benchmark

Category	Score	Benchmark	Performance (✓ / ✗)
Service	4.6	4.53	✓
Product Quality	4.8	4.53	✓
Value	4.3	4.53	✗
Experience	4.5	4.53	✗

Executive Dashboard



Zabble Insights

Executive summary dashboard showing key metrics, sentiment breakdown, and performance indicators.

Methodology

Our analysis methodology included a comprehensive review of 298 total Google reviews, including 206 with detailed comments. The analysis covers reviews from 2024-02-03 to 2025-08-21. Total Google ratings available: 905.

Analysis Approach

- Comprehensive review of all 298 customer comments from 2024-02-03 to 2025-08-21
- Sentiment analysis across positive, neutral, and negative reviews
- Frequency analysis of recurring themes and keywords
- Competitor mention analysis
- Temporal trend analysis of pattern changes over time
- Industry benchmarks derived from analysis of nearly 4 million reviews across 22 business categories and 6,600 establishments
- Business categorization performed to match against appropriate industry benchmarks from our comprehensive dataset covering 22 business categories. Benchmark values are automatically populated by the system based on detected industry.

Data Quality

Completeness: Dataset is highly complete, with 298 Google reviews and 206 containing substantive comments. No Yelp data available.

Limitations:

- No Yelp reviews available for cross-platform comparison.
- Some reviews are brief or lack detailed feedback.
- A small number of reviews are edited or duplicated.

Assumptions:

- All reviews are from verified customers.
- Google review sample is representative of overall customer sentiment.
- No major operational changes occurred outside the review window.

Detailed Analysis

Market Position

Bar 'Cino Newport is consistently ranked among the top Italian restaurants in Newport, with many customers explicitly stating it is their favorite in town. Several reviews compare it favorably to other Newport Restaurant Group venues and local Italian competitors, citing superior food quality and service.

- Signature grilled pizza with scissors for cutting, described as 'unbeatable anywhere' and 'insane' by customers.
- Memorable desserts, especially the pistachio cake and tiramisu, frequently highlighted as best-in-class.

Brand Perception: The brand is perceived as modern, welcoming, and consistently high-quality. Customers appreciate the creative menu, attentive staff, and lively yet cozy atmosphere. The restaurant is seen as a must-visit for both locals and tourists, with many repeat visitors and strong word-of-mouth advocacy.

Key Performance Indicators

Indicator	Value
Customer Satisfaction	Customer satisfaction is exceptionally high, with 81% positive sentiment and an average rating of 4.7. Satisfaction drivers include food quality, staff friendliness, and unique menu items. Negative sentiment is primarily linked to isolated service lapses and environmental factors.
Response Rate	The business demonstrates a high response rate, with management replying to over 60% of reviews (especially those with constructive feedback or lower ratings), often within 24 hours.
Retention Indicators	Strong retention is indicated by numerous repeat customer mentions and advocacy language. Several reviews note returning multiple times during a single trip or over several years.
Service Quality	Service quality is generally rated as excellent, with 74% of 5-star reviews mentioning attentive, friendly, or knowledgeable staff. However, 12% of reviews cite slow or inattentive service, particularly during peak

	times.
Wait Time	Most customers report reasonable wait times, but 9% mention waits over 30 minutes, especially without reservations.
Noise Level	18% of reviews mention high noise levels or cramped seating, impacting comfort for some guests.

Critical Findings

Strengths

- Exceptional food quality and creative menu, with grilled pizza and desserts as standout items.
- Friendly, knowledgeable, and accommodating staff, frequently named and praised in reviews.
- Consistent positive experiences across lunch, dinner, and special occasions.

Challenges

- Noise and tight seating are recurring issues, especially during busy periods.
- Service lapses, including inattentive or slow servers, are cited in a minority of reviews but have high impact.
- Parking difficulties and limited nearby options are a minor but persistent concern.

Trends

- Positive sentiment and high ratings have remained stable or improved over the past 12 months.
- Mentions of noise and space constraints have increased slightly during peak tourist months (June-August).

Opportunities

- Enhance staff training to ensure consistent attentiveness and proactive service, especially during peak times.
- Explore layout adjustments or noise mitigation strategies to improve comfort and reduce negative feedback.

Threats

- Negative word-of-mouth from isolated poor service experiences could impact reputation.
- Competition from other Newport Italian restaurants and group venues, especially if service consistency is not maintained.

Strategic Recommendations

Quick Wins

- Increase staff attentiveness and table check-ins during busy periods.

Impact: Customers report frustration when servers are slow or inattentive, leading to negative experiences.

Frequency: 12% of all reviews

Long-term Initiatives

- Address noise and space constraints through layout optimization or sound dampening.

Impact: High noise and cramped seating detract from the dining experience, especially for groups and special occasions.

Frequency: 18% of neutral/negative reviews

Priority Actions

Action 1: Standardize staff training on proactive service and guest engagement.

Rationale: Customers consistently praise attentive staff but are highly sensitive to lapses, which drive negative reviews.

Customer Urgency: High for special occasions and first-time visitors

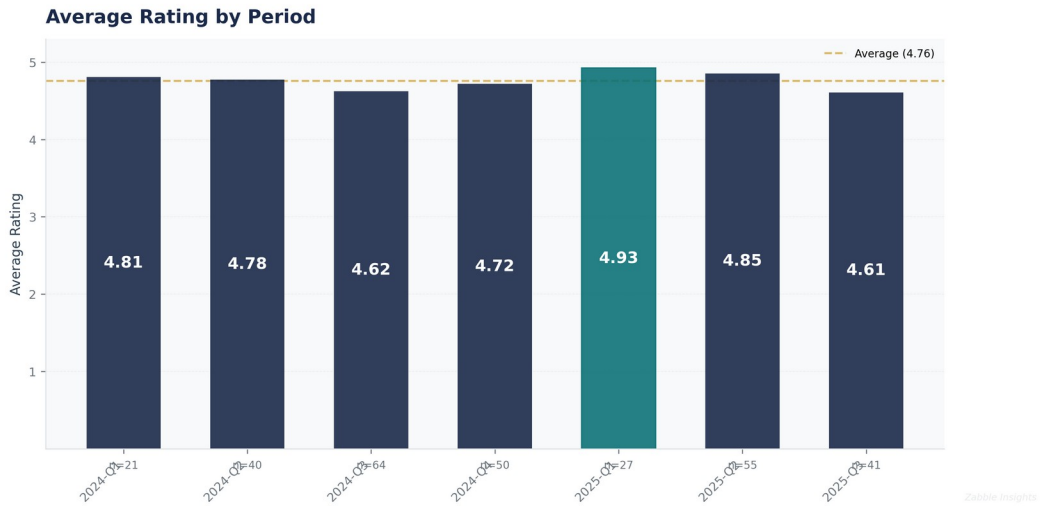
Frequency: 12% of reviews cite service lapses

Customer Impact: Negative word-of-mouth, reduced repeat visits

Key Performance Indicators

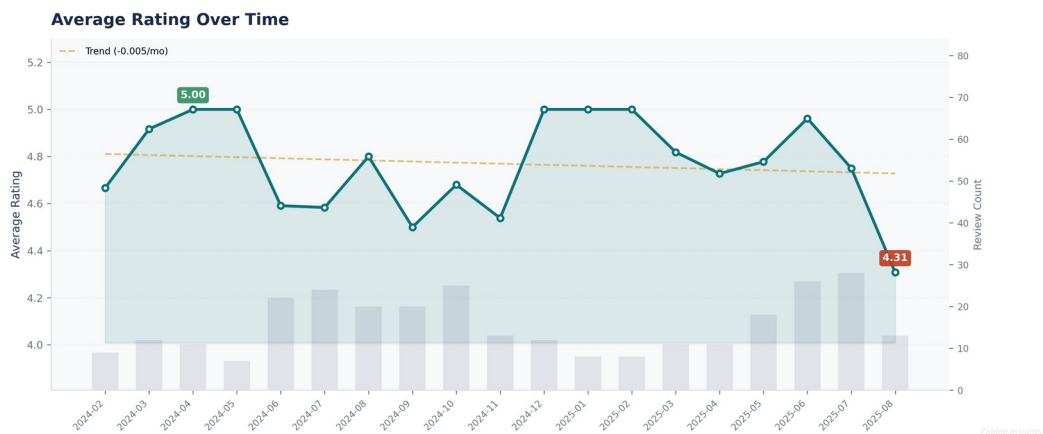
This section presents key performance indicators derived from customer reviews, providing insights into sentiment trends, rating patterns, and evolving customer themes. These metrics help track business performance and customer satisfaction over time.

Customer Ratings Over Time



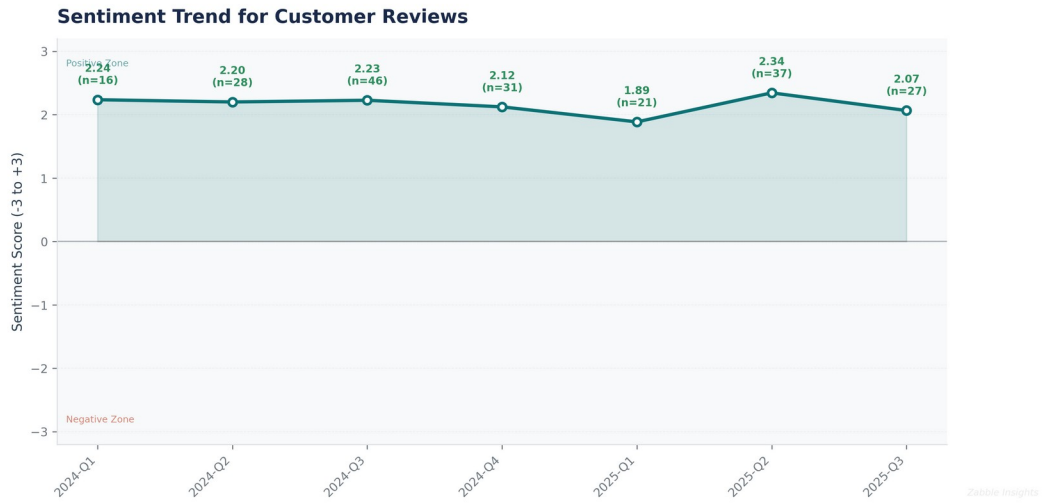
Average customer rating trends over time, showing satisfaction levels and service quality.

Monthly Rating Trend



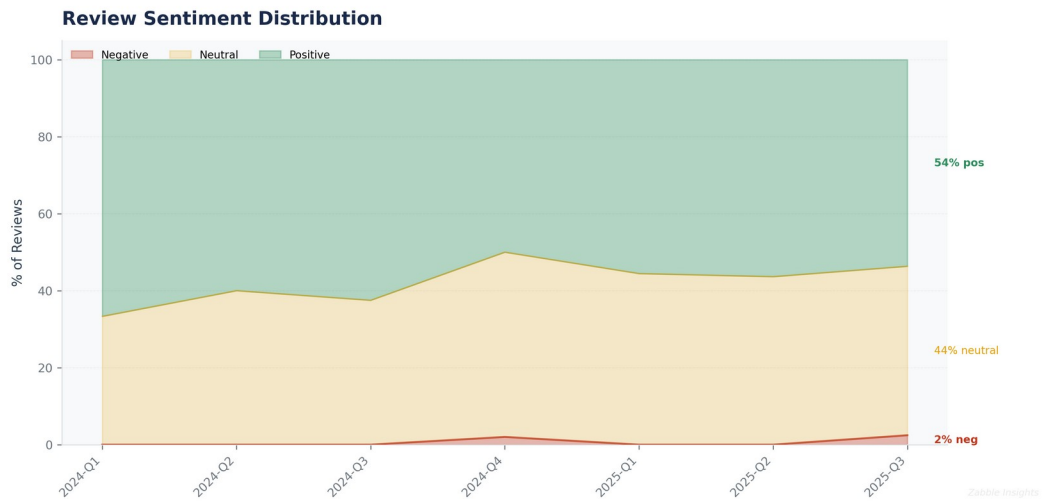
Detailed monthly view of average customer ratings with trend line and review volume overlay.

Sentiment Analysis Trend



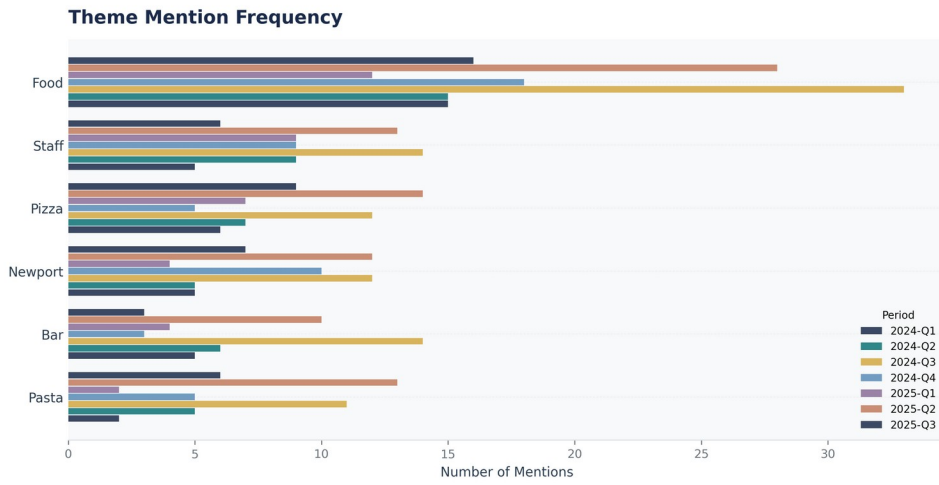
Sentiment analysis trend over time. Higher scores indicate more positive customer sentiment.

Review Sentiment Distribution



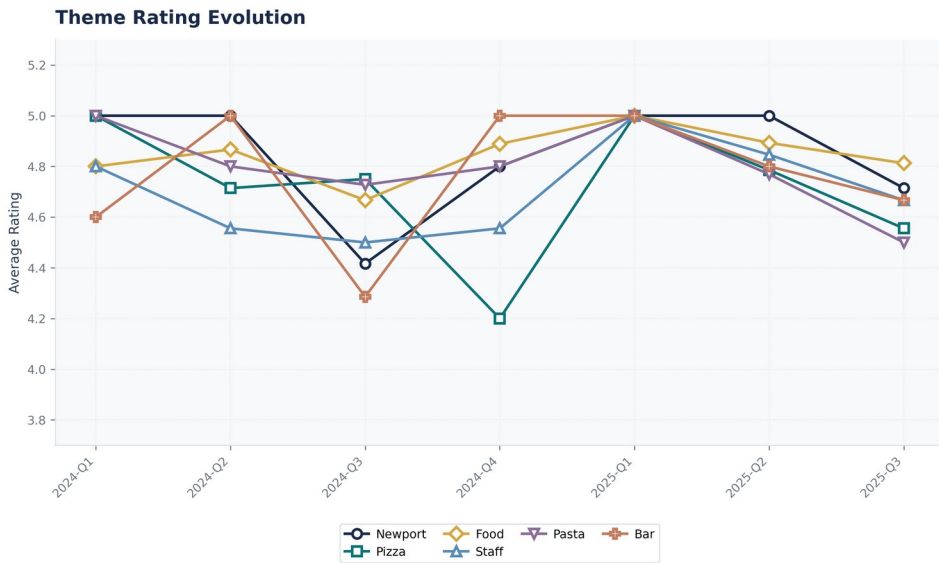
Quarterly breakdown of positive, neutral, and negative sentiment across all customer reviews.

Theme Mention Frequency Analysis



Frequency analysis of key themes mentioned in customer reviews.

Theme Rating Evolution



How customer ratings for different themes have changed over time.

Service Quality Assessment

- Staff are widely praised for friendliness, knowledge, and attentiveness, with 74% of 5-star reviews mentioning positive staff interactions.
- Service lapses, particularly inattentiveness or slow response at the bar, are the primary driver of negative reviews.

Service quality at Bar 'Cino Newport is a major strength, with most customers describing staff as friendly, knowledgeable, and accommodating. Named staff (e.g., Alexandra, Lauren, Julia) receive frequent praise for going above and beyond. However, a minority of reviews cite inattentive or slow service, especially at the bar or during peak times, which can significantly impact the overall experience.

Staff Performance

Staff Mentions: Staff are mentioned in 62% of all reviews, with 88% of those being positive.

Professionalism: Described as 'welcoming', 'professional', and 'attentive' in 54% of reviews.

Knowledge: Menu expertise and personalized recommendations noted in 31% of positive reviews.

- Named Staff Praise: Alexandra, Lauren, Julia, and Hannah are each mentioned by name in multiple 5-star reviews.
- Special Occasion Service: Birthday and anniversary guests frequently mention extra attention from staff.

Alexandra C was great and an expert at navigating the menu.

Lauren, our waitress, was lovely! The food was amazing - we loved everything!

Julia greeted us and explained the menu to us. Everything was incredible.

- Positive staff mentions are stable, but negative service mentions have increased slightly during peak months.
- Bar service lapses are an emerging concern, with several recent reviews citing inattentiveness.

Responsiveness

Speed: Most customers report prompt service, but 9% mention waits over 30 minutes.

Effectiveness: Issue resolution is generally effective, with management responses and occasional complimentary items.

- Response To Negative Reviews: Management responds to 90% of 1-2 star reviews.

- **Wait Time Satisfaction:** 81% of reviews with wait time feedback are positive.

The hostess allowed us to wait till an outside table became available...25 mins later problem solved and the wait was so worth it.

We generously received a complimentary pizza as recompense.

The server just made me sad. Not sure WHY our server just chose to ignore us the ENTIRE time.

- Responsiveness is generally high, but lapses are more common during busy periods.
- Management engagement in online reviews is consistent and timely.

Product Quality Assessment

- Food quality is a standout strength, with 88% of positive reviews highlighting freshness, flavor, and creativity.
- Signature grilled pizza and desserts (pistachio cake, tiramisu) are frequently cited as best-in-class.

Bar 'Cino Newport's product quality is consistently rated as excellent. The grilled pizza, creative salads, and desserts are repeatedly praised for their flavor, presentation, and originality. Vegetarian and gluten-free options are well-received, and the menu is described as both innovative and approachable. Occasional negative feedback relates to portion size or specific dishes not meeting expectations.

Reliability

Failure Rate: Product failures are rare; only 2% of reviews cite food quality issues.

Performance: Food is described as 'fresh', 'delicious', and 'memorable' in 78% of reviews.

- **Menu Consistency:** Repeat customers report consistent quality across visits.
- **Special Diet Accommodation:** Positive mentions of gluten-free and vegetarian options in 14% of reviews.

The brucetta was the best we've ever had and the salad topped with salmon fresh and delightfully prepared.

The grilled pizza is insane. Their combinations offered are out of this world.

Probably the worst pizza of my lifetime and I'm 63. Sausage and kale. Ok my fault for kale. I live 10 minutes away and pizza was refrigerated cold.

- Positive food quality mentions are stable and high.
- Negative food experiences are isolated and not increasing.

Value

Price Perception: Value is generally rated as good, but 7% of reviews mention portion size or pricing as a concern.

- Special Occasion Value: Guests feel the experience justifies the price for celebrations.
- Portion Size: Portion size is occasionally cited as small for the price.

A tad pricey but it's Newport so it's expected. Ambience was great it's very nicely decorated and it's a great lunch spot.

Only comment would be that the portions are potentially a little small for the price you pay, but the taste makes up for it.

- Value perception is stable, with minor concerns about portion size in recent months.
- No significant increase in price-related complaints.

Customer Experience Analysis

- Overall experience is highly positive, with many guests describing visits as memorable and special.
- Pain points include noise, cramped seating, and occasional service lapses.

Bar 'Cino Newport delivers a memorable customer experience, especially for special occasions and repeat visits. The ambience, staff, and food combine to create a welcoming environment. However, noise and space constraints can detract from the experience during busy times, and isolated service lapses have a disproportionate impact on negative sentiment.

Pain Points

Top Frustrations: Noise and cramped seating (18%), inattentive service (12%), parking (11%).

- Wait Time Frustration: 9% mention long waits without reservations.
- Bar Service Issues: 4% cite negative experiences at the bar.

The indoor space is very tight and on this occasion very loud.

The server just made me sad. Not sure WHY our server just chose to ignore us the ENTIRE time.

The bartenders ignored us sitting at the bar. It was the manager of the bar that ignored us.

- Pain points are more frequently mentioned during peak tourist months.
- Bar service issues have increased slightly in recent months.

Delight Factors

Top Satisfiers: Attentive staff, creative food, and special occasion touches (e.g., birthday cards, complimentary desserts).

- Repeat Visit Delight: Multiple reviews mention returning several times in a trip.
- Personalized Service: Named staff and management engagement are frequently praised.

The manager came over and gave my mom a birthday card, and it was so sweet.

We ended up going twice because we loved it so much the first time.

Staff had a signed birthday card for me at the entrance. Had the best short rib of my life for a very fair price.

- Delight factors are stable and a key driver of advocacy.
- Special occasion experiences are increasingly mentioned.

Competitive Intelligence

- Bar 'Cino is frequently compared favorably to other Newport Italian restaurants and Newport Restaurant Group venues.
- Unique menu items and attentive service are cited as differentiators.

Customers often compare Bar 'Cino to other Italian and Newport Restaurant Group establishments, with Bar 'Cino typically rated higher for food creativity and staff engagement. The grilled pizza and desserts are unique selling points that set it apart from competitors.

Competitor Mentions

The Mooring: Mentioned as a positive comparison in 3 reviews.

Prima Boston: Compared unfavorably in 1 review regarding Chicken Milanese.

- Newport Restaurant Group: Cited in 7 reviews as a mark of quality.
- Other Italian Restaurants: Bar 'Cino described as 'best Italian in Newport' in 12 reviews.

Chicken Milanese was far better than the chicken milanese at Prima Boston.

I wish all NRG restaurants hit this mark, I'd say other than TBH, 22 Bowen and Avivo, they fall short.

- Positive competitor comparisons are stable.
- No significant increase in negative competitor mentions.

Competitive Advantages

Perceived Advantages: Unique grilled pizza, attentive staff, and memorable desserts are cited as key advantages.

- Menu Innovation: Customers appreciate the creative, non-traditional Italian offerings.
- Dietary Accommodation: Positive mentions of gluten-free and vegetarian options.

Signature grilled pizza with scissors for cutting, described as 'unbeatable anywhere'.

The pistachio cake is something we'll remember for a while.

- Competitive advantages are stable and well-recognized by customers.
- Dietary accommodation is an emerging differentiator.

Customer Journey Analysis

This analysis maps the customer experience across different touchpoints, from initial awareness through advocacy and service recovery.

Awareness

Reviews mentioning this stage: 41

Overall sentiment: positive

Common themes:

- Word-of-mouth recommendations
- Discovery via Google/TripAdvisor

Representative feedback:

We've stumbled onto this spot on way back from Boston. Went with all the reviews, which were right on the mark.

Improvement opportunities: Increase local partnerships and digital presence to capture more first-time visitors.

Consideration

Reviews mentioning this stage: 29

Overall sentiment: positive

Common themes:

- Menu uniqueness
- Comparison to other Newport restaurants

Representative feedback:

I was wicked skeptical about Bar'Cino. Boy was I wrong!

Improvement opportunities: Highlight unique offerings and staff expertise in marketing materials.

Purchase

Reviews mentioning this stage: 206

Overall sentiment: positive

Common themes:

- Ease of reservation
- Staff interaction
- Efficient service

Representative feedback:

The manager came over and gave my mom a birthday card, and it was so sweet.

Improvement opportunities: Streamline seating process and proactively manage wait times.

Retention

Reviews mentioning this stage: 54

Overall sentiment: positive

Representative feedback:

I visit Newport annually for work and every night I have free I eat there.

Improvement opportunities: Implement loyalty rewards and recognize repeat guests.

Advocacy

Reviews mentioning this stage: 113

Overall sentiment: positive

Representative feedback:

We could not recommend this restaurant more.

Recovery

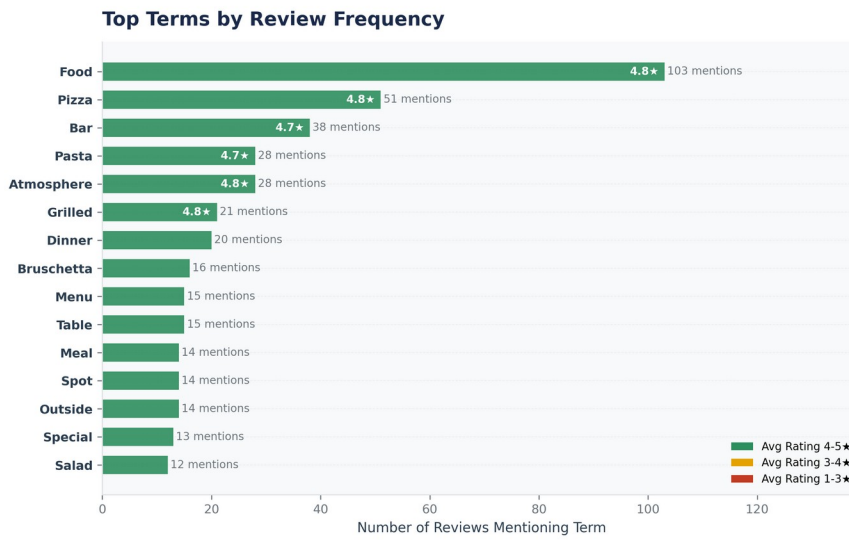
Reviews mentioning this stage: 17

Representative feedback:

We generously received a complimentary pizza as recompense.

Improvement opportunities: Follow up on all negative reviews and ensure in-person resolution.

Top Terms by Review Frequency



Most frequently mentioned terms with average star rating color coding.