Zabble
Insights from Customer Reviews

CUSTOMER REVIEW ANALYSIS

The Select

6405 Blue Stone Rd Suite 200, Sandy Springs, GA 30328, USA

Reviews analyzed	298 (298 from Google), 230 with text
Window	April 2025 to October 2026, by date posted
Google rating	4.60 (2526 ratings, lifetime)
Industry reference group	Restaurants & Food Services
Prepared	October 16, 2026

Every number in this report is computed from the reviews listed above. Quotes are verbatim. Reviewer names are not used.

Executive summary

GOOGLE RATING, LIFETIME
4.60
2526 ratings

MEAN RATING IN THE WINDOW
4.64
298 reviews, April 2025 to October 2026

POSITIVE REVIEWS
79%
181 of 230 classified reviews

AGAINST THE INDUSTRY
Near the median
60 Restaurants & Food Services businesses

The Select wins on named servers: Staff and service is praised in 75% of positive reviews, while the complaints that cost it ratings are unexplained charges and slow service on theater nights.

The Select in Sandy Springs earns its praise through people. Staff and service appears in 75% of positive reviews, and the praise is personal: Nicole leads the staff mentions with a mean rating of 4.89, with Jordan at the bar and Trent on the floor close behind. Under the people sits a short list of dishes, the French onion soup, the braised short rib, the blue crab dip and the sticky toffee pudding, that reviewers order again and tell friends about.

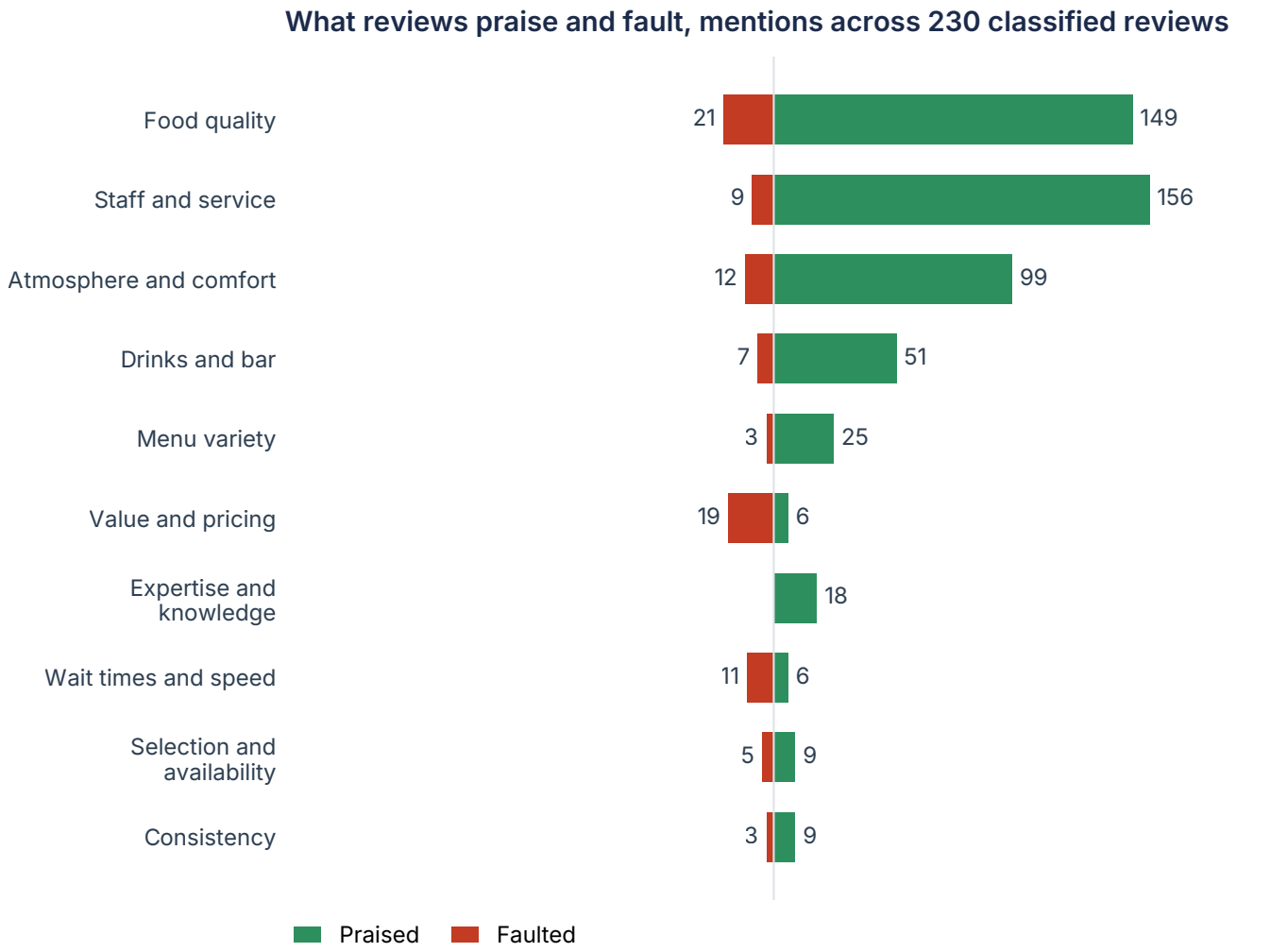
The complaints are narrower than the praise is broad. Value and pricing is faulted in 50% (7 of 14) of negative reviews, nearly always because a plate or an unexplained charge did not match the check. Wait times and speed is faulted in 29% (4 of 14) of negative reviews, concentrated on pre-theater and busy nights. Volume from the band and the DJ is the atmosphere complaint. The window mean rating is 4.64, the ratings across the window are stable, and the lifetime rating sits near the median for its category.

Owner replies are the unused tool: 0% (0 of 12) of low-star Google reviews received a reply, so the pre-theater and pricing stories stand unanswered on the listing where new guests read them.

> THE ONE THING TO DO FIRST
> Build a pre-show service protocol for theater nights at The Select, confirming curtain time at seating, flagging the ticket and guaranteeing bar coverage, so that 29% (4 of 14) of negative reviews stop coming from the same scenario.

What customers praise

Reviewers at The Select praise the people first, the plates second and the bar close behind, and they name all of them specifically.



Mentions of each theme across the 230 reviews with text, split by whether the review praised or faulted it. A review can mention several themes.

Guests come back for specific servers

Staff and service is the theme reviewers praise more than any other at The Select: it appears in 75% of positive reviews, and the reviews that mention it average 4.66. What stands out is how personal the praise is. Reviewers name Nicole, Trent, Tara, Bianca and Kia, describe them remembering guests' names, working around theater curtain times, pouring wine tastings for a first-time diner and arranging dishes for dietary restrictions before the reservation, and say they will ask for the same server next time.

> From the moment we sat down, she was warm, attentive, knowledgeable, and genuinely fun to have as our server.
> 5 stars, August 2026, Google

> He was upbeat, hilarious, attentive, and just so much fun to be around.
> 5 stars, February 2026, Google

> We had Tara as our server and she was phenomenal!
> 5 stars, February 2026, Google

Food praise clusters on a short list of signature dishes

Food quality is mentioned by 73% of reviewers and praised in 71% of positive reviews, with a mean rating of 4.72 when it delights. The same dishes come up again and again: the French onion soup with its Gruyere crust, the braised short rib, the blue crab dip, the miso sea bass and the sticky toffee pudding. Brunch has its own following for the giant cinnamon roll, the banana bread and the French toast. Repeat guests describe ordering their usuals and getting the same result each visit.

> The food was spectacular from start to finish.
> 5 stars, February 2026, Google

> The Sea Bass had given me such an intense reaction, I thought I would have a flashback to a childhood memory.
> 5 stars, January 2026, Google

> The French onion soup is as awesome as advertised and the BEST I've ever had.
> 5 stars, September 2026, Google

The bar is a destination in its own right

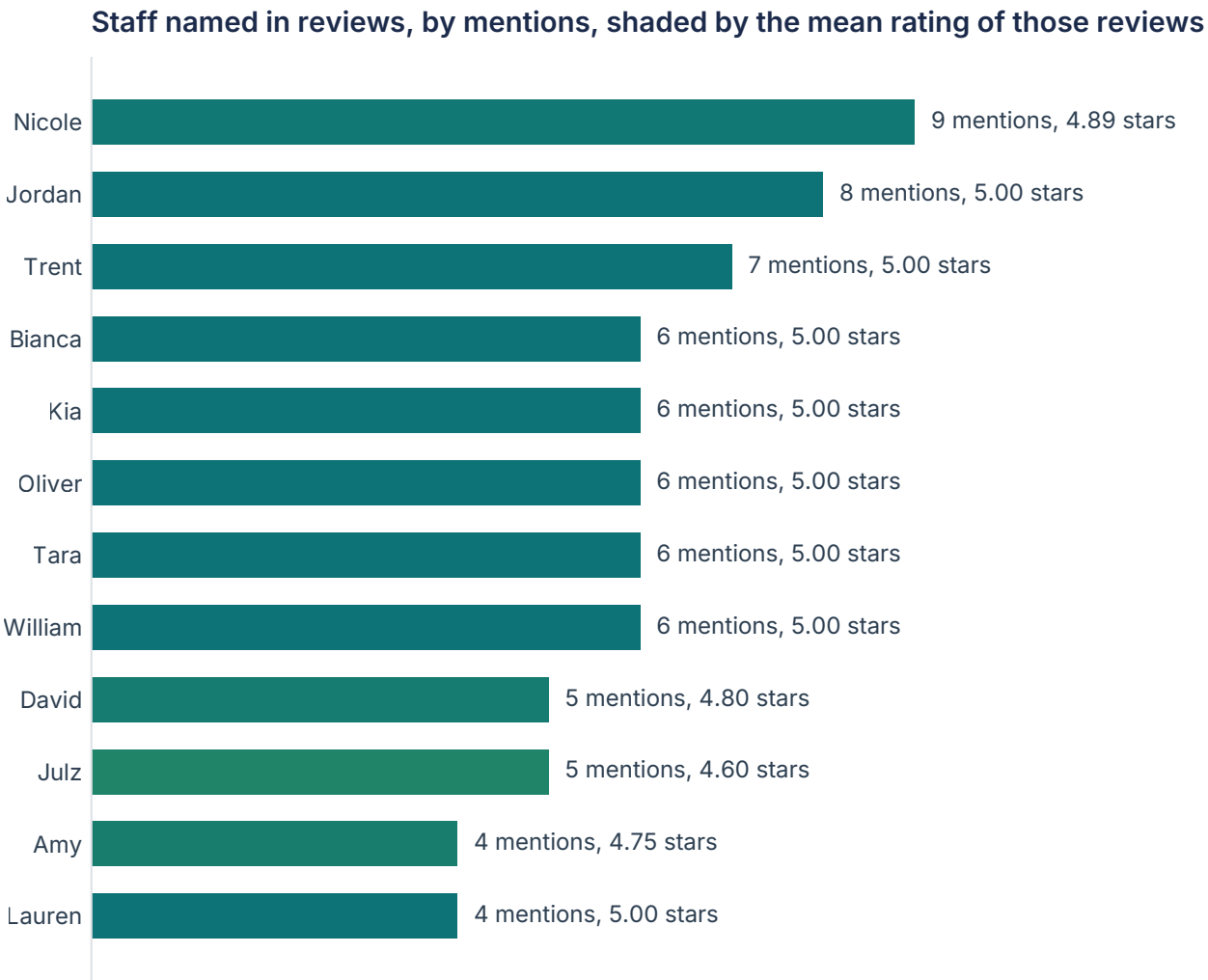
Drinks and bar comes up in 25% of reviews, and when it delights the mean rating is 4.90, the highest of any delight factor apart from expertise. Reviewers single out craft cocktails such as The Obsession and the watermelon martini, a wine list they call unique, mocktails, and Jordan's recommendations on drinks and liquors from behind the bar. The bar area itself, with flowers hanging from the ceiling, live jazz and DJ nights, is where guests say they would return for a drink even without dinner.

> Beautifully Crafted Cocktails, Impeccable Guest Service, And An Ambiance And Vibe Unlike Any Other.
> 5 stars, July 2026, Google

> The drinks were fantastic.
> 5 stars, May 2026, Google

> Wonderful, unique wine list.
> 5 stars, April 2026, Google

Staff named in reviews



Names as reviewers wrote them, merged across spellings. Mentions count reviews naming the person; the mean rating is of those reviews.

Nicole leads the staff mentions at rank 1 with 9 mentions, all positive, and a mean rating of 4.89; reviewers describe her as warm, attentive without hovering, and the reason they will return. Jordan at the bar is next with 8 mentions, 7 positive and 1 negative, the only shown staff member with a negative mention; the praise is for his drink and menu knowledge and his conversation, and the single complaint calls him impersonal. Trent follows with 7 mentions and a mean of 5.00, described as upbeat and attentive. Bianca, Kia, Oliver, Tara and William each carry 6 mentions, all positive, with Tara noted for professionalism and sharing the specials, Kia for wine tastings and for looking after first-time diners, William for explaining the menu, and Bianca for keeping a theater party on schedule. Jaclyn is named for arranging a menu around dietary restrictions before the reservation. Amy, David, Julz, Lauren, Matt, Destiny, Hayes, Jeremy and Omar also appear, each with no negative mention.

What customers complain about

The complaints sit in 14 negative and 33 mixed reviews, and they repeat the same scenarios: an unexplained charge, a slow theater night, a band turned up too high.

Complaint	Reviews	Share of negative reviews	Mean rating of those reviews
Food quality	24	10%	3.08
Value and pricing	20	9%	3.15
Atmosphere and comfort	14	6%	3.57

Pricing complaints are about the match between check and plate

Value and pricing is a small theme by volume, mentioned by 10% of reviewers, but it is faulted in 50% (7 of 14) of negative reviews and carries a pain-point mean rating of 3.15. Reviewers rarely object to the price list alone. They object when the plate does not match it: a burger judged not worth its price, a filet that came back dry after a re-fire, bland mains, a scallop add-on that arrived as a tiny portion, and charges that were not explained up front, such as bread, a Grey Goose upgrade on a house martini, gratuity added on a holiday menu and a short rib that now arrives with no sides.

> Some items will say $12 but you end up paying $30.
> 2 stars, May 2026, Google

> Disappointed that they upsell on their "house" martinis with Grey Goose but don't actually mention it beforehand.
> 4 stars, January 2026, Google

Slow service shows up on pre-show and busy nights

Wait times and speed is mentioned by 7% of reviewers, yet it appears in 29% (4 of 14) of negative reviews, and the mean rating when it is mentioned is 3.82. The pattern is specific: tables seated with no server contact for a stretch, a bar with no bartender while hosts stand at the door, long gaps between courses, a quoted table wait that ran far past the promise, and a pre-theater party that told staff its curtain time and still missed it. The reviewers who hit this problem say no one apologized or offered to make it right, and that is what turns a slow night into a low rating.

> Service was incredibly slow from beginning to end.
> 2 stars, September 2026, Google

> We sat at our table with no service for 15 mins and only got service once I asked the host what was going on.
> 4 stars, December 2025, Google

> However the service was a little slow because of the same reason.
> 4 stars, May 2026, Google

Live music is loved, but the volume costs ratings

Atmosphere and comfort is praised in 43% of positive reviews for the Art Deco room, the seasonal decor and the live jazz, yet of the heavily mentioned themes it has the lowest mean rating when mentioned at 4.42, and as a pain point its mean is 3.57. The fault is nearly always volume: a band too loud for the small bar room, indoor music that forces guests to shout across the table, and a dining room loud enough to spoil conversation. A smaller set of reviewers add that the room is not set up for small children, with no high chairs and no space for a stroller.

> The band was so loud we couldn't talk to each other in the bar.
> 1 star, January 2026, Google

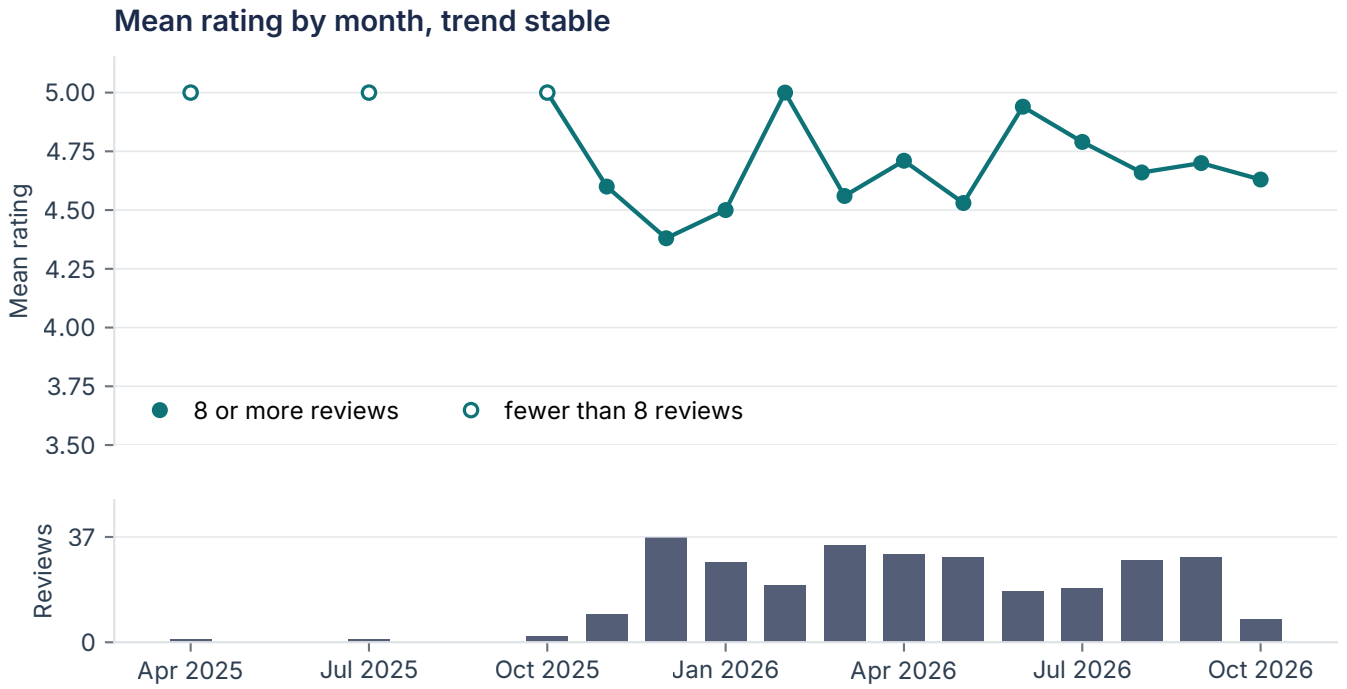
> The music was a little bit too loud.
> 3 stars, May 2026, Google

> I found the music annoying as it didn't compliment my perception of the room and made it difficult for conversation.
> 4 stars, September 2026, Google

Owner replies

The owner replied to 1% of Google reviews in the window, and to 0% (0 of 12) of the one- and two-star reviews there.

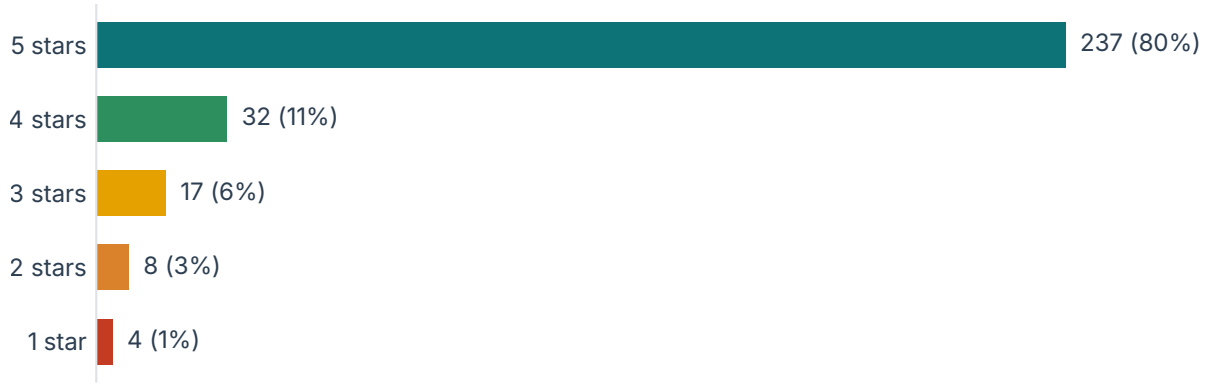
Ratings over time



Mean star rating per period with the number of reviews beneath it, by the date each review was posted. The trend compares the older half of the reviews with the newer half.

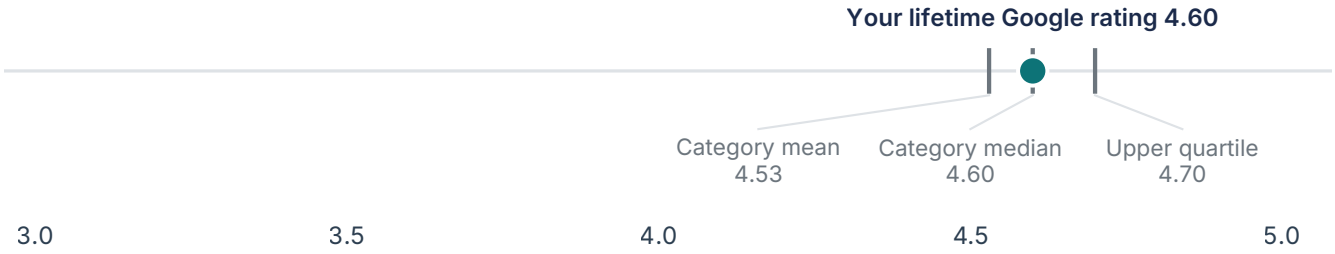
Across April 2025 to October 2026, the ratings are stable. The earlier period, April 7, 2025 to April 17, 2026, carried 149 reviews with a mean of 4.58; the later period, April 18, 2026 to October 15, 2026, carried 149 reviews with a mean of 4.71, a difference of 0.13. Review flow only becomes dense late in the earlier period, and the holiday season brought both the heaviest month of reviews and the lowest monthly mean, so the earlier mean carries the weight of that season.

Star ratings in the window, 298 reviews, mean 4.64



How you compare

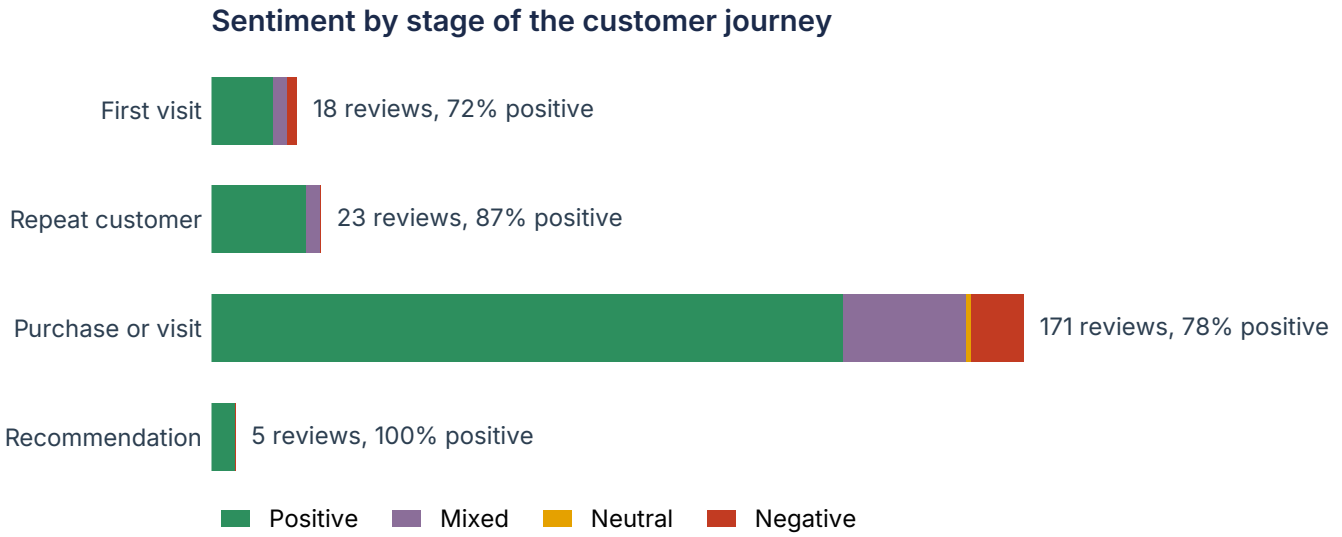
Against 60 Restaurants & Food Services businesses, sampled 2025-11-01



Industry reference: Google star ratings of 60 businesses in Restaurants & Food Services, each with 50 or more reviews, sampled from top Google Maps results for common search terms in large US cities on November 1, 2025.

The lifetime Google rating of 4.60 for The Select sits near the median for Restaurants & Food Services, measured against 60 businesses in the comparison set as of November 1, 2025. The category mean is 4.53, and the strongest businesses in the set reach 4.70. The gap to the category midpoint is 0.00. Within the window the mean is 4.64, with 80% of ratings at five-star, so the lifetime figure is held in place by a wide base of 2526 ratings rather than by recent reviews alone.

Customer journey



Each review with text is assigned the stage of the customer's path it describes. Stages with fewer than five reviews are not shown.

Repeat customers are the happiest group: 87% (20 of 23) of the 23 repeat-stage reviews are positive and none are negative, and these guests talk about ordering their usuals and driving an hour for the visit. First visits are the softest point: 72% (13 of 18) of the 18 first-visit reviews are positive, with 2 negative and 3 mixed, and the misses are the pre-theater night, the holiday fixed menu and a family turned away from bringing a stroller. The main visit stage runs at 78% positive across 171 reviews. Every review at the recommendation stage is positive, at 100% (5 of 5) of 5.

Recommendations

1. Create a pre-show service lane at The Select: ask every table at seating whether they have a curtain time, flag it on the ticket, and have the host confirm bar coverage so no guest sits without a server.

Wait times and speed sits in 29% (4 of 14) of negative reviews and the reviews that mention it average 3.82; the worst cases are theater nights where guests gave their curtain time and were still late, and nobody apologized.

> We sat at our table with no service for 15 mins and only got service once I asked the host what was going on.
> 4 stars, December 2025, Google

> Service was incredibly slow from beginning to end.
> 2 stars, September 2026, Google

Metric to watch: Wait times and speed, share of negative reviews mentioning it, now 29% (4 of 14); the aim is to lower it.

2. Print every add-on portion and surcharge on the menu, including the number of scallops in a risotto add-on, the bread charge, what the house martini pours before any Grey Goose upgrade,

and how gratuity is calculated on holiday menus, and have servers state them before taking the order.

Value and pricing is faulted in 50% (7 of 14) of negative reviews with a pain-point mean of 3.15, and the specific grievances are unexplained charges and surprise portions rather than the price list itself.

> Disappointed that they upsell on their "house" martinis with Grey Goose but don't actually mention it beforehand.
> 4 stars, January 2026, Google

> Some items will say $12 but you end up paying $30.
> 2 stars, May 2026, Google

Metric to watch: share of negative reviews faulting Value and pricing, now 9%; the aim is to lower it.

3. Set a sound ceiling for the bar band and DJ nights, keep the main dining room as the quiet room, and tell guests at booking which nights have live music so they can choose a room.

Atmosphere and comfort delights 39% of reviewers but is a pain point for 6%, with a pain-point mean of 3.57; nearly every atmosphere complaint is about volume, not decor.

> The music was a little bit too loud.
> 3 stars, May 2026, Google

> The band was so loud we couldn't talk to each other in the bar.
> 1 star, January 2026, Google

Metric to watch: share of negative reviews faulting Atmosphere and comfort, now 6%; the aim is to lower it.

4. Retrain the line on steak frites and the filet, with a temperature check before any steak leaves the pass and a manager visit to the table on every re-fire.

Burnt, dry or wrong-temperature steaks come up repeatedly, and Food quality is faulted in 50% (7 of 14) of negative reviews even though it delights with a mean of 4.72 elsewhere; Consistency averages 4.08 when mentioned.

> But with main course, everything went down hill.
> 1 star, December 2025, Google

> Food was bad.
> 2 stars, March 2026, Google

Metric to watch: Food quality, share of negative reviews mentioning it, now 50% (7 of 14); the aim is to lower it.

5. Reply on Google to every low-star review within the week, naming the specific fix made, starting with the pre-theater and holiday-menu reviews.

Only 1% of Google reviews carry an owner reply and 0% (0 of 12) of low-star reviews do, so the slow-service and pricing stories stand unanswered on the listing where new guests read them.

> Service was incredibly slow from beginning to end.
> 2 stars, September 2026, Google

> The food was nicely plated, but honestly, the taste did not live up to the price.
> 2 stars, January 2026, Google

Metric to watch: owner reply rate on Google reviews, now 1%; the aim is to raise it.

Methodology and data notes

Reviews. 298 reviews (298 from Google) posted between April 2025 and October 2026, the newest reviews available up to three years back; 230 carry text and 230 of those were classified. Dates are the date each review was posted; an edited review keeps its original date.

How to read the numbers. "Share of positive reviews" and "share of negative reviews" use the reviews a classifier judged positive or negative from their text, which is not the same as their star rating; "share of classified reviews" uses every review with text. Ratings are means of the star ratings over the reviews named. Shares under 50 reviews are printed with their counts.

Classification. Each review with text was labelled once, by a language model, against a fixed list of themes for Restaurants & Food Services, with its overall sentiment, the stage of the customer's path it describes, any employee or other business it names, and sentences worth quoting. Quotes are reproduced verbatim. A theme is reported when at least three reviews mention it and it reaches five percent of classified reviews; a named person when two or more reviews name them.

Benchmark. Industry reference: Google star ratings of 60 businesses in Restaurants & Food Services, each with 50 or more reviews, sampled from top Google Maps results for common search terms in large US cities on November 1, 2025. Your lifetime Google rating is compared with that group's median; "near" means within a tenth of a star.

Data notes.

- 21 of 298 reviews were edited after posting; the original post date is used

Limitations.

- All reviews in this analysis come from Google; no other review source was fetched, so the owner reply rates and the rating picture reflect that single listing.
- Themes, sentiment and journey stages were assigned by an automated reading of the review text; mixed reviews in particular can be placed on either side, and reviews without text carry a rating but no themes.
- Review volume is thin in the opening months of the window, so the period comparison leans on the later, denser months, and the holiday season carries unusual weight in the earlier period.
- Mentions per staff member are small, so the staff ranking should be read as a list of who gets named by guests, not as a measure of performance.
- The first-visit and recommendation groups in the journey breakdown are small, so their shares can swing with a single review.
- Some reviews were edited after posting and the original post date is used, so a later change of opinion is not captured.

- No competitor was named often enough to be compared, so that section is empty.