

AI Reputation Analysis and Signal Evaluation - 800 Degrees Woodfired Kitchen

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation: 800 Degrees Woodfired Kitchen (800degrees.com)

<https://800degrees.com>

Industry: Food, Restaurants & Delivery



FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

800 Degrees Woodfired Kitchen has 5.4 points more reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

800 Degrees Woodfired Kitchen is a celebrity-backed enterprise that uses high-status associations to distract from a drift toward virtual delivery hubs. While the chef's pedigree is legitimate, the site's reliance on 'artisan' clichés and unverified award claims results in a moderate BS presence. It is a functional business site that currently prioritizes marketing tone over evidentiary sourcing.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

19

63% Reputation

The site maintains a reasonable density of substance, citing specific partners like Dwyane Wade and Udonis Haslem, and identifying a specific environmental partner in the National Forest Foundation. However, headings like OUR FOOD and SOCIALIZE are low-value fluff, and the term woodfired is used as a repetitive buzzword across all pages to anchor the value proposition. Body text includes specific pizza dimensions (10-inch and 14-inch) but balances this with vague phrases like highest quality and remarkably diverse.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

A moderate disconnect exists between the homepage and the sub-pages regarding the dining experience. The homepage H2 asserts that Atmosphere, style, and great service complete the experience, yet the Locations page reveals that several East Coast locations are exclusively Available through REEF Virtual Food Hall pick up or delivery. This drift from a chef-driven, atmospheric kitchen to a virtual food hall model is a significant signal-substance mismatch.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

10

50% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is present via the display of a review_count of 81 on the homepage with a proof_links_count of only 2, meaning reviews are mentioned but not verified with external links to platforms like Yelp or TripAdvisor. The claim of being an AWARD-WINNING CHEF is used as a primary H2 heading, yet the text fails to specify which awards were won or the dates of those accolades. Similarly, globally acclaimed is used without citing a specific global ranking or critic.

EVIDENCE: PROOF DENSITY

The ratio of verifiable proof to assertions is lopsided; for every specific entity named (e.g., Udonis Haslem), there are multiple unsubstantiated claims such as globally acclaimed or best vegetables in the world. The pledge to plant one tree a day per domestic location is a specific proof point, but it is not linked to a live impact tracker or third-party audit. The lack of allergen information and detailed sourcing transparency, identified as missing elements in the industry dictionary, further reduces the proof density.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

6

40% Reputation

The site relies heavily on industry clichés including artisan ingredients, chef-inspired, scratch dough, and food that nourishes the body and soul. The value proposition of a woodfired oven is slightly more differentiated than a standard pizzeria, but the accompanying marketing language could be copy-pasted onto almost any competitor in the artisan fast-casual space. Boilerplate sections like Our Story and Catering follow standard industry templates with minimal technical deviation.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

While the site identifies Anthony Carron as the founder and links him to the world-renowned Michael Mina, it lacks Person schema or sameAs links to the chef's individual professional footprint. The NBA partnerships provide significant celebrity authority, but the digital footprint for the joint company Forty-Three is not reinforced with structured data. There is a technical gap where bold claims of integrity and creativity are not backed by specific sourcing certifications or ingredient transparency logs.

EVIDENCE: PERFORMANCE VS. CLAIMS

The brand claims an experience that is unparalleled across the globe in its H2 sections, yet many locations are temporarily closed or operating as virtual kitchens, which is a common and highly paralleled logistical model. The Clean Eating Promise lists local and organic whenever possible, but fails to name a single specific local farm or supplier, leaving the promise as a vague marketing assertion. Performance claims regarding being the brand's first venture for NBA stars lack recent updates or dated proof of expansion success.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: 800 Degrees Woodfired Kitchen (800degrees.com)

Reputation: 63 / 100

INDUSTRY CLASSIFICATION

The site is an exact match for the Food, Restaurants & Delivery category, specifically aligning with the premium craft kitchen and fast-casual pizza sectors. The content is entirely focused on culinary philosophy, menu composition, and physical/virtual dining locations.

"The score of 63 is driven primarily by the semantic drift between promised atmosphere and the reality of virtual kitchen locations, alongside a reliance on high-density industry clichés. The score is kept from the High BS range by the presence of specific named partners (Wade/Haslem) and a clear, albeit unverified, commitment to the National Forest Foundation. Technical implementation and structured data are solid, though they lack the granular expertise properties needed for a Minimal BS rating."

ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://800degrees.com> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 26, 2026

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