



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Product/Service Management

QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Explain the nature of product/service branding.
- Describe foodservice branding strategies.
- Discuss the nature of the menu as a management tool.
- Identify product's/service's competitive advantage.
- "Sell" ideas to others.

EVENT SITUATION

You are to assume the role of the product manager for SPICY HALL, a quick serve restaurant chain specializing in a variety of Mexican inspired foods. The director of product management (judge) wants you to identify a potential new product collaboration.

SPICY HALL has close to 2,000 locations in North America. While the chain is popular and successful, it does not measure up in sales to the number one quick serve chain that sells Mexican inspired food.

Part of the recent increase in sales in SPICY HALL'S competitor is its product collaboration with popular snack foods and beverages. The competitor collaborated with the flavored tortilla chip, Doritos, to create a new taco shell, the cheesy cracker, Cheez It, to create a large tostado and with the soft drink Mountain Dew to create a specialty drink.

The director of product management for SPICY HALL (judge) wants you to identify a potential product collaboration for the SPICY HALL menu that will draw people from the competitor. The director (judge) wants you to:

- Identify a product for collaboration
- Determine how the product can be incorporated into the SPICY HALL menu
- Identify the collaboration's advantage that will entice people to order
- Identify how to sell the product collaboration to the company owning the product

You will present ideas to the director of product management (judge) in a role-play to take place in the director of product management's (judge's) office. The director of product management (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the director of product management's (judge's) questions, the director of product management (judge) will conclude the role-play by thanking you for your work.

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of the director of product management for SPICY HALL, a quick serve restaurant chain specializing in a variety of Mexican inspired foods. You want the product manager (participant) to identify a potential new product collaboration.

SPICY HALL has close to 2,000 locations in North America. While the chain is popular and successful, it does not measure up in sales to the number one quick serve chain that sells Mexican inspired food.

Part of the recent increase in sales in SPICY HALL's competitor is its product collaboration with popular snack foods and beverages. The competitor collaborated with the flavored tortilla chip, Doritos, to create a new taco shell, the cheesy cracker, Cheez It, to create a large tostado and with the soft drink Mountain Dew to create a specialty drink.

You want the product manager (participant) to identify a potential product collaboration for the SPICY HALL menu that will draw people from the competitor. You want the product manager (participant) to:

- Identify a product for collaboration
- Determine how the product can be incorporated into the SPICY HALL menu
- Identify the collaboration's advantage that will entice people to order
- Identify how to sell the product collaboration to the company owning the product

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. What if the company that owns the product says "no?"
2. What would be the best method to promote this new product collaboration?

Once the product manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the product manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

EVALUATION INSTRUCTIONS

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 th percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 th percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



QUICK SERVE RESTAURANT MANAGEMENT SERIES 2025

JUDGE'S EVALUATION FORM
ASSOCIATION EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:
Product/Service Management

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of product/service branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Describe foodservice branding strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Discuss the nature of the menu as a management tool?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	"Sell" ideas to others?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						