



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Economics

RESTAURANT AND FOOD SERVICE 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

- Describe foodservice branding strategies.
- Explain the concept of competition.
- Identify factors affecting a business's profit.
- Determine factors affecting business risk.
- Explain factors that influence customer selection of food places and menu items.

EVENT SITUATION

You are to assume the role of the director of operations for CERTIFIED WINGS, a casual dining restaurant chain specializing in chicken wings. The vice president (judge) wants you to analyze the potential economic implications of selling a popular menu item in supermarkets.

CERTIFIED WINGS has a large menu that includes chicken wings with various dry rubs and sauces, along with chicken sandwiches and wraps, hamburgers, salads and an assortment of appetizers. The restaurants also have full-service bars which have made the chain a go-to destination for watching sporting events.

In addition to dining-in, CERTIFIED WINGS partners with third-party delivery services and has a mobile app that can be used for carry-out service.

During the Super Bowl in February 2024, CERTIFIED WINGS had so many in-person, delivery and mobile app orders that over half of the restaurant locations ran out of chicken wings before halftime. To prevent this from happening in 2025, each of the locations with heavy Super Bowl traffic increased their inventory of chicken wings, but once again, many locations ended Super Bowl 2025 completely sold out, with no chicken wings available for the next day. The vice president (judge) thinks this demonstrates the superiority of CERTIFIED WINGS' chicken wings over competitors.

The vice president (judge) wants you to analyze selling CERTIFIED WINGS frozen chicken wings in a few popular flavors in the freezer section of grocery stores. The vice president (judge) feels this is a great opportunity for brand expansion. The vice president (judge) wants your analysis to include:

- Potential benefits vs risks
- Competition
- LTO or other promotional strategies

You will present your analysis to the vice president (judge) in a role-play to take place in the vice president's (judge's) office. The vice president (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the vice president's (judge's) questions, the vice president (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 vice president of CERTIFIED WINGS, a casual dining restaurant chain specializing in chicken wings. You want the director of operations (participant) to analyze the potential economic implications of selling a popular menu item in supermarkets.

CERTIFIED WINGS has a large menu that includes chicken wings with various dry rubs and sauces, along with chicken sandwiches and wraps, hamburgers, salads and an assortment of appetizers. The restaurants also have full-service bars which have made the chain a go-to destination for watching sporting events.

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During the Super Bowl in February 2024, CERTIFIED WINGS had so many in-person, delivery and mobile app orders that over half of the restaurant locations ran out of chicken wings before halftime. To prevent this from happening in 2025, each of the locations with heavy Super Bowl traffic increased their inventory of chicken wings, but once again, many locations ended Super Bowl 2025 completely sold out, with no chicken wings available for the next day. You think this demonstrates the superiority of CERTIFIED WINGS' chicken wings over competitors.

You want the director of operations (participant) to analyze selling CERTIFIED WINGS frozen chicken wings in a few popular flavors in the freezer section of grocery stores. You feel this is a great opportunity for brand expansion. You want the analysis to include:

- Potential benefits vs risks
- Competition
- LTO or other promotional strategies

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. If selling frozen chicken wings is successful, what other branded items could we sell at grocery stores?
2. Is it wise to promote this new endeavor in our restaurants?

Once the director of operations (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the director of operations (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.



RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES 2025

JUDGE'S EVALUATION FORM
ICDC PRELIMINARY 1

Participant: _____

INSTRUCTIONAL AREA:
Economics

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe foodservice branding strategies?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of competition?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify factors affecting a business's profit?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain factors that influence customer selection of food places and menu items?	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						