



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Restaurant Management

**INSTRUCTIONAL AREA**  
Promotion

## **QUICK SERVE RESTAURANT MANAGEMENT SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 21<sup>st</sup> 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.

### **21<sup>st</sup> 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.
- Identify effective menu descriptions.
- Explain the role of promotion as a marketing function.
- Explain promotional methods used by the hospitality and tourism industry.
- Communicate core values of product/service.

## **EVENT SITUATION**

---

You are to assume the role of the assistant manager at BOBA STOP, a local establishment that sells bubble tea. The owner (judge) wants you to develop a strategy to promote the business to community members that are not familiar with the products.

BOBA STOP sells bubble tea, also known as boba tea or pearl milk tea in a variety of flavors. The drinks are tea-based and contain tapioca balls, milk and flavoring. The business has one physical store location in a city of 50,000 people, and it has a mobile food truck. BOBA STOP opened last year.

TikTok trends fueled the popularity of bubble tea in North America, which has resulted in many quick service bubble tea shops. Fans of bubble tea are predominantly younger, spanning from 12 to 24 years old.

BOBA STOP has had great success in serving 12–24-year-olds in the community but have not gained many older customers. The owner (judge) feels this is because older community members are not familiar with bubble tea.

The owner (judge) wants you to develop a strategy to promote BOBA STOP to older members of the community that are unfamiliar with bubble tea.

You will present the promotion strategy to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your strategy. After you have presented the strategy and have answered the owner's (judge's) questions, the owner (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, 21<sup>st</sup> 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 owner of BOBA STOP, a local establishment that sells bubble tea. You want the assistant manager (participant) to develop a strategy to promote the business to community members that are not familiar with the products.

BOBA STOP sells bubble tea, also known as boba tea or pearl milk tea in a variety of flavors. The drinks are tea-based and contain tapioca balls, milk and flavoring. The business has one physical store location in a city of 50,000 people, and it has a mobile food truck. BOBA STOP opened last year.

TikTok trends fueled the popularity of bubble tea in North America, which has resulted in many quick service bubble tea shops. Fans of bubble tea are predominantly younger, spanning from 12 to 24 years old.

BOBA STOP has had great success in serving 12–24-year-olds in the community but have not gained many older customers. You feel this is because older community members are not familiar with bubble tea.

You want the assistant manager (participant) to develop a strategy to promote BOBA STOP to older members of the community that are unfamiliar with bubble tea.

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 are the costs involved with your promotion strategy?
2. How can we utilize the mobile food truck to gain clientele?

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

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



**QUICK SERVE RESTAURANT MANAGEMENT SERIES  
2026**

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT 1

Participant: \_\_\_\_\_

**INSTRUCTIONAL AREA:**  
Promotion

ID Number: \_\_\_\_\_

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature of product/service branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Identify effective menu descriptions?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the role of promotion as a marketing function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain promotional methods used by the hospitality and tourism industry?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Communicate core values of product/service?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						