



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Product/Service Management

RESTAURANT AND FOOD SERVICE MANAGEMENT EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain factors that influence customer selection of food places and menu items.
- Determine menu items for the restaurant to offer.
- Plan menu mix.
- Describe the nature of product bundling.
- Set prices.

CASE STUDY SITUATION

You are the director of marketing for FIVE-TEN, a fast casual restaurant chain with over 1,500 locations. FIVE-TEN does not provide table service; instead FIVE-TEN offers counter ordering and a team member then brings the order to the table. Fast casual restaurants typically have more customizable, higher-quality food than quick service restaurants. FIVE-TEN offers a simple but satisfying menu. The menu consists of a variety of paninis, soups, salads and sandwiches offered for \$5 for a half serving or \$10 for a full serving. House made potato chips are a free side item but can be upgraded to a fruit cup for \$2.50. Sodas and teas are available for \$2.50, as well.

A new industry report shows that families with children bring in checks that are twice as high as those without. The report also stated that fast casual restaurants were the least frequented restaurant type by families with children. Children prefer the food offered by quick serve restaurants and the promise of a toy in a kids meal. Children at full-service restaurants are often provided tailored kid menus accompanied by coloring sheets and crayons. Adults with children prefer dining with their children at full-service restaurants so they may enjoy an adult beverage with their food.

Currently, FIVE-TEN does not offer a menu for children. If asked, FIVE-TEN employees recommend the half size option of any menu item.

YOUR CHALLENGE

The president of FIVE-TEN has asked you to develop menu changes that will appeal to children and to the adults dining with children. The president wants you to set prices for any menu additions and bundles.

The president wants additional suggestions for FIVE-TEN operations that will influence customers to choose FIVE-TEN for family dining and provide positive customer experiences.

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
2024**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Product/Service Management

ID Number: _____

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	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	13-14-15	
2.	Determine menu items for the restaurant to offer?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Plan menu mix?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Describe the nature of product bundling?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Set prices?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						

