



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Product/Service Management

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

- Explain the nature and scope of the product/service management function.
- Explain the concept of product mix.
- Discuss the nature of the menu as a management tool.
- Identify product's/service's competitive advantage.
- Explain the nature of guest recovery.

EVENT SITUATION

You are to assume the role of the general manager of BRISKET HIGHWAY, a restaurant located in a city of 100,000 people. The owner of the restaurant (judge) wants you to make recommendations on additional menu items that will lead to customers returning to the restaurant.

BRISKET HIGHWAY is a unique restaurant that features brisket that has been smoked on premises for over 12 hours. The restaurant opened two years ago to much fanfare as the city its located in is not known for brisket or other barbeque favorites. Local customers were excited to try something new.

After a year of incredible sales, the number of customers visiting BRISKET HIGHWAY declined. The owner (judge) decided to only remain open on Thursdays – Sundays to save overhead and operating expenses. The owner (judge) also asked customers to fill out customer surveys in an effort to determine why sales had declined. The results of the survey showed overwhelmingly that customers were tired of the menu. In its two years open, there have been no additions to the limited menu and customers want more options.

Currently, the BRISKET HIGHWAY menu features the following items:

Appetizers: brisket nachos, mozzarella sticks, cheese fries

Entrées: brisket plate, three burger varieties, brisket mac & cheese, brisket salad

Sides: cole-slaw, potato salad, fries, side salad

The owner (judge) wants you to suggest additional items to add to the menu that will complement the product mix, give the restaurant a competitive advantage and help BRISKET HIGHWAY recover lost customers.

You will present your ideas 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 ideas. After you have presented ideas 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, 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 owner of BRISKET HIGHWAY, a restaurant located in a city of 100,000 people. You want the general manager (participant) to make recommendations on additional menu items that will lead to customers returning to the restaurant.

BRISKET HIGHWAY is a unique restaurant that features brisket that has been smoked on premises for over 12 hours. The restaurant opened two years ago to much fanfare as the city its located in is not known for brisket or other barbeque favorites. Local customers were excited to try something new.

After a year of incredible sales, the number of customers visiting BRISKET HIGHWAY declined. You decided to only remain open on Thursdays – Sundays to save overhead and operating expenses. You also asked customers to fill out customer surveys in an effort to determine why sales had declined. The results of the survey showed overwhelmingly that customers were tired of the menu. In its two years open, there have been no additions to the limited menu and customers want more options.

Currently, the BRISKET HIGHWAY menu features the following items:

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Entrées: brisket plate, three burger varieties, brisket mac & cheese, brisket salad

Sides: cole-slaw, potato salad, fries, side salad

You want the general manager (participant) to suggest additional items to add to the menu that will complement the product mix, give the restaurant a competitive advantage and help BRISKET HIGHWAY recover lost customers.

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 is the best method to promote the new menu items?

2. If we need to remove something from the menu, how should we determine which item to remove?

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



**RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES
2022**

JUDGE'S EVALUATION FORM
DISTRICT EVENT 2

Participant: _____

INSTRUCTIONAL AREA:
Product/Service Management

ID Number: _____

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the product/service management function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of product mix?	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.	Explain the nature of guest recovery?	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						