



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

- Discuss the nature of the menu as a management tool.
- Explain the concept of product mix.
- Explain the nature of corporate branding.
- Explain the nature of product/service branding.
- Explain company selling policies.

EVENT SITUATION

You are to assume the role of the general manager of SUSHI HOUSE, an upscale restaurant in a large city. The owner (judge) wants you to determine how to manage the popularity of a kid's menu item.

SUSHI HOUSE is an upmarket sushi restaurant. Since the menu prices are so high, most customers know a lot about sushi and are fans of the dish. SUSHI HOUSE's menu is not large and only includes classic, tempura and signature rolls. There are no side dishes or dessert items on the menu.

If a child under the age of 12 is present and does not want to order sushi, a kid's meal is offered. There is only one option for the kid's meal, and it includes six chicken nuggets, a side of macaroni and cheese and a fruit cup for \$10.00.

A local food blogger recently wrote about his experience at SUSHI HOUSE. The piece was extremely positive and mentioned SUSHI HOUSE's amazing food, its courteous staff and classy atmosphere. The blogger also was impressed with the kid's meal that was offered to his 5-year-old daughter. The majority of the blog went on to describe the SUSHI HOUSE macaroni and cheese as the best macaroni and cheese in the city. The blog has caused an influx of new customers coming to SUSHI HOUSE wanting to order the kid's meal.

The owner (judge) wants you to analyze SUSHI HOUSE's current policy of only offering kid's meals to children under the age of 12. The owner (judge) wants your analysis to include:

- Effects on the SUSHI HOUSE corporate brand
- Effects on SUSHI HOUSE product branding
- An appropriate method to meet customer demand

You will present your analysis 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 SUSHI HOUSE, an upscale restaurant in a large city. You want the general manager (participant) to determine how to manage the popularity of a kid's menu item.

SUSHI HOUSE is an upmarket sushi restaurant. Since the menu prices are so high, most customers know a lot about sushi and are fans of the dish. SUSHI HOUSE's menu is not large and only includes classic, tempura and signature rolls. There are no side dishes or dessert items on the menu.

If a child under the age of 12 is present and does not want to order sushi, a kid's meal is offered. There is only one option for the kid's meal, and it includes six chicken nuggets, a side of macaroni and cheese and a fruit cup for \$10.00.

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You want the general manager (participant) to analyze SUSHI HOUSE's current policy of only offering kid's meals to children under the age of 12. You want the analysis to include:

- Effects on the SUSHI HOUSE corporate brand
- Effects on SUSHI HOUSE product branding
- An appropriate method to meet customer demand

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. Do you think the food blogger helped us or hurt us?

2. How could adding the dish to our menu hurt us economically?

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 2025

JUDGE'S EVALUATION FORM DISTRICT 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.	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	
2.	Explain the concept of product mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the nature of corporate branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of product/service branding?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain company selling policies?	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						