



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Marketing

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 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

1. Describe marketing functions and related activities.
2. Explain factors that influence customer/client/business buying behavior.
3. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior).
4. Explain the concept of product mix.
5. Get regular feedback from guests and staff.

EVENT SITUATION

You are to assume the role of director of marketing for BENNY'S, a classic American-fare family restaurant chain with 1,500 locations. The director of food and beverage (judge) has asked you to analyze three choices for new menu additions and make a recommendation on which choice is the most marketable and fits with the BENNY'S brand.

BENNY'S is a family restaurant that offers family-friendly food, 24 hours a day. The chain is known for serving breakfast/lunch/dinner items all day, clever entrée names and affordable prices. Many BENNY'S locations are near freeway exits and airports, offering a familiar brand to travelers.

The last menu update was two years ago, when the restaurant added three healthy salads. Television and radio ads promoted the new menu items and the restaurants marketed the new items heavily in-store. The new healthy salads were met with marginal success. Most BENNY'S customers desire the traditional American-fare menu items: pancakes, steak and eggs, hamburgers, chicken sandwiches, club sandwiches and chicken fried steak.

The director of food and beverage (judge) has identified three new menu items for the chain. The director (judge) wants you to analyze each of the three menu items and identify the best features of each, but recommend only one for the new menu. The director (judge) wants your choice to be the most marketable and the best fit with the BENNY'S brand.

Once you have explained your recommendation to the director of food and beverage (judge) you must then explain how BENNY'S can get feedback from both customers and employees on the new menu item.

Item 1: Chicken wings. An addition to the appetizer menu, the chicken wings will be available with a choice of sauce: Buffalo, BBQ or Teriyaki. An order would consist of five chicken wings and be priced at \$6.99

Item 2: Specialty coffees. With the purchase of new machinery, BENNY'S would be able to provide customers with lattes, cappuccinos and other specialty hot and cold coffee-based drinks. Drinks would be comparable in price to coffeehouse chains. Wait staff would be responsible for making all specialty drinks. A small latte will list at \$2.99.

Item 3: Pizza. Individual pizzas would be added to the entrée menu with choices of meats and vegetable toppings. An 8-inch individual, one topping pizza will list at \$9.99.

You will present your ideas to the director of food and beverage (judge) in a role-play to take place in the director's (judge's) office. The director of food and beverage (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented your analysis and recommendation and have answered the director's (judge's) questions, the director of food and beverage (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. 21st Century Skills and Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
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.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of director of food and beverage for BENNY'S, a classic American-fare family restaurant chain with 1,500 locations. You have asked the director of marketing (participant) to analyze three choices for new menu additions and make a recommendation on which choice is the most marketable and fits with the BENNY'S brand.

BENNY'S is a family restaurant that offers family-friendly food, 24 hours a day. The chain is known for serving breakfast/lunch/dinner items all day, clever entrée names and affordable prices. Many BENNY'S locations are near freeway exits and airports, offering a familiar brand to travelers.

The last menu update was two years ago, when the restaurant added three healthy salads. Television and radio ads promoted the new menu items and the restaurants marketed the new items heavily in-store. The new healthy salads were met with marginal success. Most BENNY'S customers desire the traditional American-fare menu items: pancakes, steak and eggs, hamburgers, chicken sandwiches, club sandwiches and chicken fried steak.

You have identified three new menu items for the chain. You want the director of marketing (participant) to analyze each of the three menu items and identify the best features of each, but recommend only one for the new menu. You want the director of marketing's (participant's) choice to be the most marketable and the best fit with the BENNY'S brand.

Once the director of marketing (participant) has explained the recommendation to you, the director of marketing (participant) must then explain how BENNY'S can get feedback from both customers and employees on the new menu item.

Item 1: Chicken wings. An addition to the appetizer menu, the chicken wings will be available with a choice of sauce: Buffalo, BBQ or Teriyaki. An order would consist of five chicken wings and will be listed at \$6.99

Item 2: Specialty coffees. With the purchase of new machinery, BENNY'S would be able to provide customers with lattes, cappuccinos and other specialty hot and cold coffee-based drinks. Drinks would be comparable in price to coffeehouse chains. Wait staff would be responsible for making all specialty drinks.

Item 3: Pizza. Individual pizzas would be added to the entrée menu with choices of meats and vegetable toppings. An 8-inch individual, one topping pizza will list at \$9.99.

The participant will present ideas 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 our customers love our traditional menu items, why do we keep adding new items?
2. Which item do you think is the worst choice? Why?

Once the director of marketing (participant) has presented the recommendation and has answered your questions, you will conclude the role-play by thanking the director of marketing (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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 being 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 chairperson 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, 2018**

Participant: _____

I.D. Number: _____

JUDGE'S EVALUATION FORM

INSTRUCTIONAL AREA

Marketing

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe marketing functions and related activities?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, etc.)?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the concept of product mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Get regular feedback from guests and staff?	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						