***Check-In***

|  |  |  |
| --- | --- | --- |
| Description of Check-In Score | | |
| 5 | Includes all required elements  All required elements are correctly submitted, separated, and stored  All uniforms complete and identical (barring variation in “gendered” clothing – skirt vs. pants) |
|  |  |
| 4 | Includes all required elements  Most required elements are correctly submitted, separated, and stored  All uniforms complete and identical (barring variation in “gendered” clothing – skirt vs. pants) |
|  |  |
| 3 | Includes most required elements  Some required elements are correctly submitted, separated, and stored  All uniforms complete and identical (barring variation in “gendered” clothing – skirt vs. pants) |
|  |  |
| 2 | Includes some required elements  Most required elements are incorrectly submitted, separated, or stored  Submits incomplete check-in materials multiple times  Most uniforms complete and identical (barring variation in “gendered” clothing – skirt vs. pants) |
|  |  |
| 1 | Missing several required elements  No required elements are correctly submitted, separated, or stored  Submits incomplete check-in materials multiple times  Not in uniform, or uniform does not meet regulations |

Special Notes

* If any team does not submit required materials in completion, or fails to check in by the required time without prior notification to LRAEF staff, the team will be disqualified.
* Any team that arrives to check-in with incomplete items has until the end of the check-in time on Day 1 to resubmit completed items. Judges will not provide feedback on content at this time, and will only notify teams of completion status.
* Judging and scoring is based on the initial check-in by the team.
  + Teams will lose points if their submission does not meet the established criteria at the initial check-in.
  + The team will be assessed an additional penalty for each failed submission.
* Items not submitted by close of check-in time will not be accepted at a later time.

***Concept***

|  |  |  |  |
| --- | --- | --- | --- |
| Description of Concept Score | | | |
| 9-10 | Includes all required elements  Very easy to read and follow  Tells complete story of concept | |
|  |  | |
| 7-8 | Includes all required elements  Easy to read and follow  Tells mostly complete story of concept | |
|  |  | |
| 5-6 | Includes most required elements  Somewhat easy to read and follow  Difficult to discern story of concept | |
|  |  | |
| 3-4 | Includes some required elements  Somewhat difficult to read and follow  Very difficult to discern story of concept | |
|  |  | |
| 1-2 | Missing several required elements  Difficult to read and follow  Unable to discern story of concept | |
|  | |  | |
| SWOT Analysis Score | | | |
| 9-10 | Includes all required elements  Very easy to read and follow  Demonstrates full understanding of concept and challenges | |
|  |  | |
| 7-8 | Includes all required elements  Easy to read and follow  Demonstrates adequate understanding of concept and challenges | |
|  |  | |
| 5-6 | Includes most required elements  Somewhat easy to read and follow  Demonstrates some understanding of concept and challenges | |
|  |  | |
| 3-4 | Includes some required elements  Somewhat difficult to read and follow  Demonstrates little understanding of concept and challenges | |
|  |  | |
| 1-2 | Missing several required elements  Difficult to read and follow  Does not demonstrate understanding of concept and challenges | |

|  |  |  |  |
| --- | --- | --- | --- |
| Presentation Skills Score | | | |
| 5 | Excellent ability to sell concept  Complete knowledge of concept  Very easy to hear and understand | |
|  |  | |
| 4 | Good ability to sell concept  Somewhat complete knowledge of concept  Easy to hear and understand | |
|  |  | |
| 3 | Limited ability to sell concept  Limited knowledge of concept  Able to hear and understand | |
|  |  | |
| 2 | Limited ability to sell concept  Limited knowledge of concept  Difficult to hear and understand | |
|  |  | |
| 1 | Unable to sell concept  Unable to discern story of concept  Very difficult to hear or understand | |
|  | |  | |
| Q&A – Depth of Knowledge Score | | | |
| 5 | Demonstrates full understanding of restaurant concept and subject matter | |
|  |  | |
| 4 | Demonstrates adequate understanding of restaurant concept and subject matter | |
|  |  | |
| 3 | Demonstrates some understanding of restaurant concept and subject matter | |
|  |  | |
| 2 | Demonstrates little understanding of restaurant concept and subject matter | |
|  |  | |
| 1 | Does not demonstrate understanding of restaurant concept and subject matter | |

***Critical Thinking***

|  |  |  |  |
| --- | --- | --- | --- |
| Presentation Skills Score | | | |
| 5 | Excellent ability to sell concept  Complete knowledge of concept  Very easy to hear and understand | |
|  |  | |
| 4 | Good ability to sell concept  Somewhat complete knowledge of concept  Easy to hear and understand | |
|  |  | |
| 3 | Limited ability to sell concept  Limited knowledge of concept  Able to hear and understand | |
|  |  | |
| 2 | Limited ability to sell concept  Limited knowledge of concept  Difficult to hear and understand | |
|  |  | |
| 1 | Unable to sell concept  Unable to discern story of concept  Very difficult to hear or understand | |
|  | |  | |

|  |  |  |  |
| --- | --- | --- | --- |
| Teamwork Score | | | |
| 5 | Team can answer all questions with assurance and confidence  Team collaborates effectively and in a timely manner  Teams relates all answers directly to concept | |
|  |  | |
| 4 | Team can answer most questions with assurance and confidence  Team collaborates effectively and in a timely manner  Teams relates most answers directly to concept | |
|  |  | |
| 3 | Team struggles to answer questions w/ assurance & confidence  Team sometimes collaborates effectively and for extended time  Teams relates some answers directly to concept | |
|  |  | |
| 2 | Team answers few questions with assurance and confidence  Team cannot collaborate effectively or in a timely manner Teams relates few answers directly to concept | |
|  |  | |
| 1 | Team answers few to no questions with assurance and confidence  Team does not collaborate  Teams cannot relate all answers to concept | |
|  | |  | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Q&A – Depth of Knowledge Score | | | | | |
| 5 | | Demonstrates full understanding of restaurant concept and subject matter | | |
|  | |  | | |
| 4 | | Demonstrates adequate understanding of restaurant concept and subject matter | | |
|  | |  | | |
| 3 | | Demonstrates some understanding of restaurant concept and subject matter | | |
|  | |  | | |
| 2 | | Demonstrates little understanding of restaurant concept and subject matter | | |
|  | |  | | |
| 1 | | Does not demonstrate understanding of restaurant concept and subject matter | | |
|  | | |  | | |
| Category Scenarios Score | | | | | |
| 9-10 | Complete knowledge of critical thinking category  Excellent and realistic solution to scenario  All responses directly related to concept | | |
|  |  | | |
| 7-8 | Complete knowledge of critical thinking category  Good and realistic solution to scenario  Most responses directly related to concept | | |
|  |  | | |
| 5-6 | Mostly complete knowledge of critical thinking category  Good and somewhat realistic solution to scenario  Most responses directly related to concept | | |
|  |  | | |
| 3-4 | Some knowledge of critical thinking category  Acceptable and some realistic solutions to scenario  Some responses directly related to concept | | |
|  |  | | |
| 1-2 | Incomplete knowledge of critical thinking category Unrealistic solution to scenario  Little to no responses directly related to concept | | |
|  | | |  | | |

***Marketing***

|  |  |  |  |
| --- | --- | --- | --- |
| Matches Concept Score | | | |
| 5 | All tactics strongly match and support concept  Complete descriptions of each tactic  Target markets, and tactic goals are well defined and defended | |
|  |  | |
| 4 | All tactics strongly match and support concept  Mostly complete descriptions of each tactic  Target markets, and tactic goals are defined and defended | |
|  |  | |
| 3 | Tactics mostly match and support concept  Somewhat complete descriptions of each tactic  Target markets, and tactic goals are somewhat defined and defended | |
|  |  | |
| 2 | Tactics somewhat match and support concept  Incomplete or missing descriptions of each tactic  Target markets, and tactic goals are not well defined and defended | |
|  |  | |
| 1 | Tactics do not match and support concept  Tactic descriptions and explanations are missing  Target markets, and tactic goals are well not complete | |
|  | |  | |
| Return on Investment Score | | | |
| 5 | ROI analysis is thorough and well considered  Includes realistic goals and numbers | |
|  |  | |
| 4 | ROI analysis is included and well considered  Includes somewhat realistic goals and numbers | |
|  |  | |
| 3 | ROI analysis is somewhat well considered  Includes somewhat realistic goals and numbers | |
|  |  | |
| 2 | ROI analysis is missing or incomplete  Includes unrealistic goals and numbers | |
|  |  | |
| 1 | ROI analysis is missing or incomplete  Does not include goals and numbers | |
|  | |  | |
| Tactic Budgets Score | | | |
| 5 | All budgets are complete  All budgets include all necessary details  All budgets are realistic for concept and target market | |
|  |  | |
| 4 | Most budgets are complete  Budgets include most necessary details  Budgets are somewhat realistic for concept and/or target market | |
|  |  | |
| 3 | Budgets are incomplete (some items missing)  Budgets include few necessary details  Budgets are not realistic for concept and/or target market | |

|  |  |  |
| --- | --- | --- |
| 2 | Budgets are incomplete (some items missing)  Budgets include few necessary details  Budgets are unrealistic for concept or target market | |
|  |  | |
| 1 | Budgets are incomplete (some items missing)  Budgets include no details  Budgets are completely unrealistic for concept or target market | |
|  | |  | |
| Marketing Samples Score | | | |
| 5 | Each tactic has a detailed sample or depiction  Samples match tactic, budget, and concept very well  Samples match description of tactic | |
|  |  | |
| 4 | Each tactic has a somewhat detailed sample or depiction  Samples mostly match tactic, budget, and/or concept very well  Samples mostly match description of tactic | |
|  |  | |
| 3 | Most tactics have a detailed sample and/or depiction  Some samples match tactic, budget, and/or concept well  Some samples match description of tactic | |
|  |  | |
| 2 | Few tactics have a detailed sample or depiction  Few samples match tactic, budget, or concept very well  Few samples match description of tactic | |
|  |  | |
| 1 | No tactics have detailed samples or depictions Samples do not match tactic, budget, or concept Sample does not match description of tactic | |
|  | |  | |
| Creativity Score | | | |
| 5 | Tactics show innovative approach to launching concept  Tactics show creative design elements | |
|  |  | |
| 4 | Most tactics show innovative approach to launching concept  Most tactics show creative design elements | |
|  |  | |
| 3 | Some tactics show innovative approach to launching concept  Some tactics show creative design elements | |
|  |  | |
| 2 | Few tactics show innovative approach to launching concept  Few tactics show creative design elements | |
|  |  | |
| 1 | No tactics show innovative approach to launching concept  No tactics show creative design elements | |
|  | |  | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Presentation Skills Score | | | | | |
| 5 | | Excellent ability to sell concept  Complete knowledge of concept  Very easy to hear and understand | | |
|  | |  | | |
| 4 | | Good ability to sell concept  Somewhat complete knowledge of concept  Easy to hear and understand | | |
|  | |  | | |
| 3 | | Limited ability to sell concept  Limited knowledge of concept  Able to hear and understand | | |
|  | |  | | |
| 2 | | Limited ability to sell concept  Limited knowledge of concept  Difficult to hear and understand | | |
|  | |  | | |
| 1 | | Unable to sell concept  Unable to discern story of concept  Very difficult to hear or understand | | |
|  | | |  | | |
| Q&A – Depth of Knowledge Score | | | | | |
| 5 | Demonstrates full understanding of restaurant concept and subject matter | | |
|  |  | | |
| 4 | Demonstrates adequate understanding of restaurant concept and subject matter | | |
|  |  | | |
| 3 | Demonstrates some understanding of restaurant concept and subject matter | | |
|  |  | | |
| 2 | Demonstrates little understanding of restaurant concept and subject matter | | |
|  |  | | |
| 1 | Does not demonstrate understanding of restaurant concept and subject matter | | |
|  | | |  | | |
| Marketing Poster Score | | | | | |
| 5 | Sample is clearly displayed on poster  Samples match description of tactic | | |
|  |  | | |
| 4 | Sample is included on poster  Most samples match description of tactic | | |
|  |  | | |
| 3 | Sample is included on poster  Some samples match description of tactic | | |
|  |  | | |
| 2 | Sample is not included on poster  Few samples match description of tactic | | |
|  |  | | |
| 1 | Sample is not included on poster  Samples does not match description of tactic | | |

***Costing***

|  |  |  |
| --- | --- | --- |
| Recipes, Costing, and Pricing Score | | |
| 5 | Recipe and costing are on official template  Recipe costing calculations are correct and complete, using 33% food cost  Recipes presented represent a full menu item  All sources are properly acknowledged using MLA formatting |
| 4 | Recipe and costing are on official template  Recipe costing calculations are mostly correct and complete, using 33% food cost  Recipes presented represent a full menu item  All sources are properly acknowledged using MLA formatting |
|  |  |
| 3 | Recipe and costing are on official template  Recipe costing calculations are incorrect, or do not use 33% food cost  Recipes presented may represent a full menu item  All sources are properly acknowledged using MLA formatting |
|  |  |
| 2 | Recipe and costing are mostly on official template  Recipe costing calculations are incorrect, incomplete, or do not use 33% food cost  Recipes presented may or may not represent a full menu item  All sources are properly acknowledged using MLA formatting |
|  |  |
| 1 | Recipe and costing are not official template  Recipe costing calculations are incorrect, incomplete, or do not use 33% food cost  Recipes presented do not represent a full menu item  All sources are properly acknowledged using MLA formatting |

***Menu***

|  |  |  |  |
| --- | --- | --- | --- |
| Matches Concept Score | | | |
| 5 | Fully matches and enhances concept  All menu items support concept  Very good sample of appropriate menu mix | |
|  |  | |
| 4 | Matches and enhances concept  Most menu items support concept  Good sample of appropriate menu mix | |
|  |  | |
| 3 | Stretches to match and/or enhance concept  Some menu items support concept  Incomplete sample of appropriate menu mix | |
|  |  | |
| 2 | Does not match or enhance concept  Few menu items do not support concept Lacking sample of appropriate menu mix | |
|  |  | |
| 1 | Does not match or enhance concept  Menu items do not support concept  Lacking sample of appropriate menu mix | |
|  | |  | |
| Description of 12 Items Score | | | |
| 5 | Complete descriptions of all menu items  Descriptions are well thought out  Descriptions are inviting and sell the items | |
|  |  | |
| 4 | Mostly complete descriptions of all menu items  Descriptions are somewhat well thought out  Descriptions are somewhat inviting and sell the items | |
|  |  | |
| 3 | Incomplete descriptions of menu items  Descriptions are not well thought out  Descriptions are not inviting; do not sell the items | |
|  |  | |
| 2 | Inadequate descriptions of menu items  Descriptions are not well thought out  Descriptions are not inviting; do not sell the items | |
|  |  | |
| 1 | Missing descriptions of menu items  Descriptions are not well thought out  Descriptions are not inviting; do not sell the items | |
|  | |  | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Menu Samples Score | | | | | |
| 5 | Menu is very clear and very easy to read  Menu is laid out in logical manner  Menu presentation and design match concept | | |
|  |  | | |
| 4 | Menu is clear and easy to read  Menu is laid out in somewhat logical manner  Menu presentation and design match concept | | |
|  |  | | |
| 3 | Menu is not clear and/or not easy to read  Menu is not laid out in logical manner  Menu presentation and design match concept | | |
|  |  | | |
| 2 | Menu is not clear and/or not easy to read  Menu is not laid out in logical manner  Menu presentation and design somewhat match concept | | |
|  |  | | |
| 1 | Menu is not clear and/or difficult easy to read  Menu is not laid out in logical manner  Menu presentation and design do not match concept | | |
|  | | |  | | |
| Photos Score | | | | | |
| 5 | | Menu item is presented in appealing and appetizing manner  Photos represent menu items as written  Photos are clear | | |
|  | |  | | |
| 4 | | Menu item is presented in appealing and appetizing manner  Photos mostly represent menu items as written  Photos are clear | | |
|  | |  | | |
| 3 | | Menu item is presented in appealing and appetizing manner  Photos somewhat represent menu items as written  Photos may be unclear or out of focus | | |
|  | |  | | |
| 2 | | Menu item is presented in appealing and appetizing manner  Photos do not represent menu items as written  Photos may be unclear or out of focus | | |
|  | |  | | |
| 1 | | Menu item is presented in appealing and appetizing manner  Photos do not represent menu items as written  Photos may be unclear or out of focus | | |
|  | | |  | | |
| Presentation Skills Score | | | | | |
| 5 | Excellent ability to sell concept  Complete knowledge of concept  Very easy to hear and understand | | |
|  |  | | |
| 4 | Good ability to sell concept  Somewhat complete knowledge of concept  Easy to hear and understand | | |
|  |  | | |
| 3 | Limited ability to sell concept  Limited knowledge of concept  Able to hear and understand | | |
|  |  | | |
| 2 | Limited ability to sell concept  Limited knowledge of concept  Difficult to hear and understand | | |
|  |  | | |
| 1 | Unable to sell concept  Unable to discern story of concept  Very difficult to hear or understand | | |
|  |  | | |
| Q&A – Depth of Knowledge Score | | | | | |
| 5 | Demonstrates full understanding of restaurant concept and subject matter | | |
|  |  | | |
| 4 | Demonstrates adequate understanding of restaurant concept and subject matter | | |
|  |  | | |
| 3 | Demonstrates some understanding of restaurant concept and subject matter | | |
|  |  | | |
| 2 | Demonstrates little understanding of restaurant concept and subject matter | | |
|  |  | | |
| 1 | Does not demonstrate understanding of restaurant concept and subject matter | | |
|  |  | | |
| Menu Poster Score | | | | | |
| 5 | Menu is very clear and very easy to read  Menu is laid out in logical manner  Menu presentation and design match concept | | |
|  |  | | |
| 4 | Menu is clear and easy to read  Menu is laid out in somewhat logical manner  Menu presentation and design match concept | | |
|  |  | | |
| 3 | Menu is not clear and/or not easy to read  Menu is not laid out in logical manner  Menu presentation and design match concept | | |
|  |  | | |
| 2 | Menu is not clear and/or not easy to read  Menu is not laid out in logical manner  Menu presentation and design somewhat match concept | | |
|  |  | | |
| 1 | Menu is not clear and/or difficult easy to read  Menu presentation and design match concept  Menu presentation and design do not match concept | | |
|  | | |  | | |

***Operations***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Layout Selection & Floorplan Score | | | | | |
| 9-10 | | Excellent floor plan; all elements included and noted  Restaurant scenario selection is creative and enhances concept  Creative use of space and flow | | |
|  | |  | | |
| 7-8 | | Good floor plan; all elements included and noted  Restaurant scenario selection enhances concept  Some creative use of space and flow | | |
|  | |  | | |
| 5-6 | | Acceptable floor plan; most elements included and/or noted  Restaurant scenario selection matches concept  Little creative use of space and flow | | |
|  | |  | | |
| 3-4 | | Incomplete floor plan with many elements missing  Restaurant scenario selection somewhat matches concept  Confusing use of space and flow | | |
|  | |  | | |
| 1-2 | | Incomplete floor plan with many elements missing  Restaurant scenario selection does not enhance concept  Confusing use of space and flow | | |
|  | | |  | | |
| Interior & Decor Score | | | | | |
| 5 | | Matches and enhances concept  Complete description of interior and décor  Easily identifiable samples/pictures provided | | |
|  | |  | | |
| 4 | | Somewhat matches and enhances concept  Complete description of interior and décor  Some identifiable samples/pictures provided | | |
|  | |  | | |
| 3 | | Does not match and/or enhance concept  Description of interior and décor confusing  Difficulty in identifying samples/pictures provided | | |
|  | |  | | |
| 2 | | Does not match or enhance concept  Description of interior and décor lacking  Not complete samples/pictures | | |
|  | |  | | |
| 1 | | Does not match or enhance concept  Description of interior and décor lacking or missing Samples/pictures not included | | |
|  | | |  | | |
| Organizational Chart Score | | | | | |
| 5 | Staffing plan matches and is appropriate for concept  Chart is very easy to read and follow | | |
|  |  | | |
| 4 | Staffing plan somewhat matches and is appropriate for concept  Chart is easy to read and follow | | |
|  |  | | |
| 3 | Staffing plan somewhat matches and is appropriate for concept  Chart is difficult to read and follow | | |
|  |  | | |
| 2 | Staffing plan does not match or is not appropriate for concept  Chart is poorly designed | | |
|  |  | | |
| 1 | Staffing plan does not match or is not appropriate for concept  Chart is incomplete or missing | | |
|  | | |  | | |
| Presentation Skills Score | | | | | |
| 5 | Excellent ability to sell concept  Complete knowledge of concept  Very easy to hear and understand | | |
|  |  | | |
| 4 | Good ability to sell concept  Somewhat complete knowledge of concept  Easy to hear and understand | | |
|  |  | | |
| 3 | Limited ability to sell concept  Limited knowledge of concept  Able to hear and understand | | |
|  |  | | |
| 2 | Limited ability to sell concept  Limited knowledge of concept  Difficult to hear and understand | | |
|  |  | | |
| 1 | Unable to sell concept  Unable to discern story of concept  Very difficult to hear or understand | | |
|  | | |  | | |
| Q&A – Depth of Knowledge Score | | | | | |
| 5 | Demonstrates full understanding of restaurant concept and subject matter | | |
|  |  | | |
| 4 | Demonstrates adequate understanding of restaurant concept and subject matter | | |
|  |  | | |
| 3 | Demonstrates some understanding of restaurant concept and subject matter | | |
|  |  | | |
| 2 | Demonstrates little understanding of restaurant concept and subject matter | | |
|  |  | | |
| 1 | Does not demonstrate understanding of restaurant concept and subject matter | | |
|  | | |  | | |