***Check-In***

|  |
| --- |
| Description of Check-In Score |
| 5 | Includes all required elementsAll required elements are correctly submitted, separated, and storedAll uniforms complete and identical (barring variation in “gendered” clothing – skirt vs. pants) |
|  |  |
| 4 | Includes all required elementsMost required elements are correctly submitted, separated, and storedAll uniforms complete and identical (barring variation in “gendered” clothing – skirt vs. pants) |
|  |  |
| 3 | Includes most required elementsSome required elements are correctly submitted, separated, and storedAll uniforms complete and identical (barring variation in “gendered” clothing – skirt vs. pants) |
|  |  |
| 2 | Includes some required elementsMost required elements are incorrectly submitted, separated, or storedSubmits incomplete check-in materials multiple times Most uniforms complete and identical (barring variation in “gendered” clothing – skirt vs. pants) |
|  |  |
| 1 | Missing several required elementsNo required elements are correctly submitted, separated, or storedSubmits 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 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 elementsVery easy to read and followTells complete story of concept |
|  |  |
| 7-8 | Includes all required elementsEasy to read and followTells mostly complete story of concept |
|  |  |
| 5-6 | Includes most required elementsSomewhat easy to read and followDifficult to discern story of concept |
|  |  |
| 3-4 | Includes some required elementsSomewhat difficult to read and followVery difficult to discern story of concept |
|  |  |
| 1-2 | Missing several required elementsDifficult to read and followUnable to discern story of concept |
|  |  |
| SWOT Analysis Score |
| 9-10 | Includes all required elementsVery easy to read and followDemonstrates full understanding of concept and challenges |
|  |  |
| 7-8 | Includes all required elementsEasy to read and followDemonstrates adequate understanding of concept and challenges |
|  |  |
| 5-6 | Includes most required elementsSomewhat easy to read and followDemonstrates some understanding of concept and challenges |
|  |  |
| 3-4 | Includes some required elementsSomewhat difficult to read and followDemonstrates little understanding of concept and challenges |
|  |  |
| 1-2 | Missing several required elementsDifficult to read and followDoes not demonstrate understanding of concept and challenges |

|  |
| --- |
| Presentation Skills Score |
| 5 | Excellent ability to sell conceptComplete knowledge of conceptVery easy to hear and understand |
|  |  |
| 4 | Good ability to sell conceptSomewhat complete knowledge of concept Easy to hear and understand |
|  |  |
| 3 | Limited ability to sell conceptLimited knowledge of conceptAble to hear and understand |
|  |  |
| 2 | Limited ability to sell conceptLimited knowledge of conceptDifficult to hear and understand |
|  |  |
| 1 | Unable to sell conceptUnable to discern story of conceptVery 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 conceptComplete knowledge of conceptVery easy to hear and understand |
|  |  |
| 4 | Good ability to sell conceptSomewhat complete knowledge of concept Easy to hear and understand |
|  |  |
| 3 | Limited ability to sell conceptLimited knowledge of conceptAble to hear and understand |
|  |  |
| 2 | Limited ability to sell conceptLimited knowledge of conceptDifficult to hear and understand |
|  |  |
| 1 | Unable to sell conceptUnable to discern story of conceptVery difficult to hear or understand |
|  |  |

|  |
| --- |
| Teamwork Score |
| 5 | Team can answer all questions with assurance and confidenceTeam collaborates effectively and in a timely manner Teams relates all answers directly to concept |
|  |  |
| 4 | Team can answer most questions with assurance and confidenceTeam collaborates effectively and in a timely manner Teams relates most answers directly to concept |
|  |  |
| 3 | Team struggles to answer questions w/ assurance & confidenceTeam sometimes collaborates effectively and for extended time Teams relates some answers directly to concept |
|  |  |
| 2 | Team answers few questions with assurance and confidenceTeam 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 confidenceTeam does not collaborateTeams cannot relate all answers to concept |
|  |  |

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| --- |
| 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 categoryExcellent and realistic solution to scenarioAll responses directly related to concept |
|  |  |
| 7-8 | Complete knowledge of critical thinking categoryGood and realistic solution to scenarioMost responses directly related to concept |
|  |  |
| 5-6 | Mostly complete knowledge of critical thinking categoryGood and somewhat realistic solution to scenarioMost responses directly related to concept |
|  |  |
| 3-4 | Some knowledge of critical thinking categoryAcceptable and some realistic solutions to scenarioSome responses directly related to concept |
|  |  |
| 1-2 | Incomplete knowledge of critical thinking category Unrealistic solution to scenarioLittle to no responses directly related to concept |
|  |  |

***Marketing***

|  |
| --- |
| Matches Concept Score |
| 5 | All tactics strongly match and support conceptComplete descriptions of each tacticTarget markets, and tactic goals are well defined and defended |
|  |  |
| 4 | All tactics strongly match and support conceptMostly complete descriptions of each tacticTarget markets, and tactic goals are defined and defended |
|  |  |
| 3 | Tactics mostly match and support conceptSomewhat complete descriptions of each tacticTarget markets, and tactic goals are somewhat defined and defended |
|  |  |
| 2 | Tactics somewhat match and support conceptIncomplete or missing descriptions of each tacticTarget markets, and tactic goals are not well defined and defended |
|  |  |
| 1 | Tactics do not match and support conceptTactic 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 consideredIncludes realistic goals and numbers |
|  |  |
| 4 | ROI analysis is included and well consideredIncludes somewhat realistic goals and numbers |
|  |  |
| 3 | ROI analysis is somewhat well consideredIncludes somewhat realistic goals and numbers |
|  |  |
| 2 | ROI analysis is missing or incompleteIncludes unrealistic goals and numbers |
|  |  |
| 1 | ROI analysis is missing or incompleteDoes not include goals and numbers |
|  |  |
| Tactic Budgets Score |
| 5 | All budgets are completeAll budgets include all necessary detailsAll budgets are realistic for concept and target market |
|  |  |
| 4 | Most budgets are completeBudgets include most necessary detailsBudgets are somewhat realistic for concept and/or target market |
|  |  |
| 3 | Budgets are incomplete (some items missing)Budgets include few necessary detailsBudgets are not realistic for concept and/or target market |

|  |  |
| --- | --- |
| 2 | Budgets are incomplete (some items missing)Budgets include few necessary detailsBudgets are unrealistic for concept or target market |
|  |  |
| 1 | Budgets are incomplete (some items missing)Budgets include no detailsBudgets are completely unrealistic for concept or target market |
|  |  |
| Marketing Samples Score |
| 5 | Each tactic has a detailed sample or depictionSamples match tactic, budget, and concept very well Samples match description of tactic |
|  |  |
| 4 | Each tactic has a somewhat detailed sample or depictionSamples mostly match tactic, budget, and/or concept very well Samples mostly match description of tactic |
|  |  |
| 3 | Most tactics have a detailed sample and/or depictionSome samples match tactic, budget, and/or concept well Some samples match description of tactic |
|  |  |
| 2 | Few tactics have a detailed sample or depictionFew 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 conceptTactics show creative design elements |
|  |  |
| 4 | Most tactics show innovative approach to launching conceptMost tactics show creative design elements |
|  |  |
| 3 | Some tactics show innovative approach to launching conceptSome tactics show creative design elements |
|  |  |
| 2 | Few tactics show innovative approach to launching conceptFew tactics show creative design elements |
|  |  |
| 1 | No tactics show innovative approach to launching conceptNo tactics show creative design elements |
|  |  |

|  |
| --- |
| Presentation Skills Score |
| 5 | Excellent ability to sell conceptComplete knowledge of conceptVery easy to hear and understand |
|  |  |
| 4 | Good ability to sell conceptSomewhat complete knowledge of concept Easy to hear and understand |
|  |  |
| 3 | Limited ability to sell conceptLimited knowledge of conceptAble to hear and understand |
|  |  |
| 2 | Limited ability to sell conceptLimited knowledge of conceptDifficult to hear and understand |
|  |  |
| 1 | Unable to sell conceptUnable to discern story of conceptVery 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 posterSamples match description of tactic |
|  |  |
| 4 | Sample is included on posterMost samples match description of tactic |
|  |  |
| 3 | Sample is included on posterSome samples match description of tactic |
|  |  |
| 2 | Sample is not included on posterFew samples match description of tactic |
|  |  |
| 1 | Sample is not included on posterSamples does not match description of tactic |

***Costing***

|  |
| --- |
| Recipes, Costing, and Pricing Score |
| 5 | Recipe and costing are on official templateRecipe costing calculations are correct and complete, using 33% food costRecipes presented represent a full menu item All sources are properly acknowledged using MLA formatting |
| 4 | Recipe and costing are on official templateRecipe costing calculations are mostly correct and complete, using 33% food costRecipes presented represent a full menu item All sources are properly acknowledged using MLA formatting |
|  |  |
| 3 | Recipe and costing are on official templateRecipe costing calculations are incorrect, or do not use 33% food costRecipes presented may represent a full menu item All sources are properly acknowledged using MLA formatting |
|  |  |
| 2 | Recipe and costing are mostly on official templateRecipe costing calculations are incorrect, incomplete, or do not use 33% food costRecipes 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 templateRecipe costing calculations are incorrect, incomplete, or do not use 33% food costRecipes 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 conceptAll menu items support conceptVery good sample of appropriate menu mix |
|  |  |
| 4 | Matches and enhances conceptMost menu items support concept Good sample of appropriate menu mix |
|  |  |
| 3 | Stretches to match and/or enhance conceptSome menu items support concept Incomplete sample of appropriate menu mix |
|  |  |
| 2 | Does not match or enhance conceptFew menu items do not support concept Lacking sample of appropriate menu mix |
|  |  |
| 1 | Does not match or enhance conceptMenu items do not support concept Lacking sample of appropriate menu mix |
|  |  |
| Description of 12 Items Score |
| 5 | Complete descriptions of all menu itemsDescriptions are well thought out Descriptions are inviting and sell the items |
|  |  |
| 4 | Mostly complete descriptions of all menu itemsDescriptions are somewhat well thought out Descriptions are somewhat inviting and sell the items |
|  |  |
| 3 | Incomplete descriptions of menu itemsDescriptions are not well thought outDescriptions are not inviting; do not sell the items |
|  |  |
| 2 | Inadequate descriptions of menu itemsDescriptions are not well thought out Descriptions are not inviting; do not sell the items |
|  |  |
| 1 | Missing descriptions of menu itemsDescriptions 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 readMenu is laid out in logical mannerMenu presentation and design match concept |
|  |  |
| 4 | Menu is clear and easy to readMenu is laid out in somewhat logical manner Menu presentation and design match concept |
|  |  |
| 3 | Menu is not clear and/or not easy to readMenu is not laid out in logical mannerMenu presentation and design match concept |
|  |  |
| 2 | Menu is not clear and/or not easy to readMenu is not laid out in logical mannerMenu presentation and design somewhat match concept |
|  |  |
| 1 | Menu is not clear and/or difficult easy to readMenu is not laid out in logical mannerMenu presentation and design do not match concept |
|  |  |
| Photos Score |
| 5 | Menu item is presented in appealing and appetizing mannerPhotos represent menu items as written Photos are clear |
|  |  |
| 4 | Menu item is presented in appealing and appetizing mannerPhotos mostly represent menu items as written Photos are clear |
|  |  |
| 3 | Menu item is presented in appealing and appetizing mannerPhotos somewhat represent menu items as written Photos may be unclear or out of focus |
|  |  |
| 2 | Menu item is presented in appealing and appetizing mannerPhotos do not represent menu items as written Photos may be unclear or out of focus |
|  |  |
| 1 | Menu item is presented in appealing and appetizing mannerPhotos do not represent menu items as written Photos may be unclear or out of focus |
|  |  |
| Presentation Skills Score |
| 5 | Excellent ability to sell conceptComplete knowledge of conceptVery easy to hear and understand |
|  |  |
| 4 | Good ability to sell conceptSomewhat complete knowledge of concept Easy to hear and understand |
|  |  |
| 3 | Limited ability to sell conceptLimited knowledge of conceptAble to hear and understand |
|  |  |
| 2 | Limited ability to sell conceptLimited knowledge of conceptDifficult to hear and understand |
|  |  |
| 1 | Unable to sell conceptUnable to discern story of conceptVery 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 readMenu is laid out in logical mannerMenu presentation and design match concept |
|  |  |
| 4 | Menu is clear and easy to readMenu is laid out in somewhat logical manner Menu presentation and design match concept |
|  |  |
| 3 | Menu is not clear and/or not easy to readMenu is not laid out in logical mannerMenu presentation and design match concept |
|  |  |
| 2 | Menu is not clear and/or not easy to readMenu is not laid out in logical mannerMenu presentation and design somewhat match concept |
|  |  |
| 1 | Menu is not clear and/or difficult easy to readMenu 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 notedRestaurant scenario selection is creative and enhances conceptCreative use of space and flow |
|  |  |
| 7-8 | Good floor plan; all elements included and notedRestaurant scenario selection enhances conceptSome creative use of space and flow |
|  |  |
| 5-6 | Acceptable floor plan; most elements included and/or notedRestaurant scenario selection matches conceptLittle creative use of space and flow |
|  |  |
| 3-4 | Incomplete floor plan with many elements missingRestaurant scenario selection somewhat matches conceptConfusing use of space and flow |
|  |  |
| 1-2 | Incomplete floor plan with many elements missingRestaurant scenario selection does not enhance conceptConfusing use of space and flow |
|  |  |
| Interior & Decor Score |
| 5 | Matches and enhances conceptComplete description of interior and décorEasily identifiable samples/pictures provided |
|  |  |
| 4 | Somewhat matches and enhances conceptComplete description of interior and décorSome identifiable samples/pictures provided |
|  |  |
| 3 | Does not match and/or enhance conceptDescription of interior and décor confusingDifficulty in identifying samples/pictures provided |
|  |  |
| 2 | Does not match or enhance conceptDescription of interior and décor lackingNot complete samples/pictures |
|  |  |
| 1 | Does not match or enhance conceptDescription of interior and décor lacking or missing Samples/pictures not included |
|  |  |
| Organizational Chart Score |
| 5 | Staffing plan matches and is appropriate for conceptChart is very easy to read and follow |
|  |  |
| 4 | Staffing plan somewhat matches and is appropriate for conceptChart is easy to read and follow |
|  |  |
| 3 | Staffing plan somewhat matches and is appropriate for conceptChart is difficult to read and follow |
|  |  |
| 2 | Staffing plan does not match or is not appropriate for conceptChart is poorly designed |
|  |  |
| 1 | Staffing plan does not match or is not appropriate for conceptChart is incomplete or missing |
|  |  |
| Presentation Skills Score |
| 5 | Excellent ability to sell conceptComplete knowledge of conceptVery easy to hear and understand |
|  |  |
| 4 | Good ability to sell conceptSomewhat complete knowledge of concept Easy to hear and understand |
|  |  |
| 3 | Limited ability to sell conceptLimited knowledge of conceptAble to hear and understand |
|  |  |
| 2 | Limited ability to sell conceptLimited knowledge of conceptDifficult to hear and understand |
|  |  |
| 1 | Unable to sell conceptUnable to discern story of conceptVery 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 |
|  |  |