Matches Concept Appropriate Score

Fully matches and enhances concept 5

All menu items support concept

Very good sample of appropriate menu mix

Matches and enhances concept 4

Most menu items support concept

Good sample of appropriate menu mix

Stretches to match and enhance concept 3

Some menu items support concept

Incomplete sample of appropriate menu mix

Does not match and enhance concept 2

Few menu items do not support concept

Lacking sample of appropriate menu mix

Does not match and enhance concept 1

Menu items do not support concept

Lacking sample of appropriate menu mix

Description of 12 items Appropriate Score

Complete description of all menu items 5

Descriptions are well thought out

Descriptions are inviting and sell the items

Mostly complete description of all menu items 4

Descriptions are somewhat well thought out

Descriptions are somewhat inviting and sell the items

Incomplete description of menu items 3

Descriptions are not well thought out

Descriptions are not inviting and do not sell the items

Inadequate description of menu items 2

Descriptions are not well thought out

Descriptions are not inviting and do not sell the items

Missing descriptions of menu items 1

Descriptions are not well thought out

Descriptions are not inviting and do not sell the items

Menu Samples Appropriate Score

Menu is very clear and very easy to read 5

Menu is laid out in logical manner

Menu presentation and design match concept

Menu is clear and easy to read 4

Menu is laid out in somewhat logical manner

Menu presentation and design match concept

Menu is not clear and/or not very easy to read 3

Menu is not laid out in logical manner

Menu presentation and design somewhat match concept

Menu is not clear and/or not easy to read 2

Menu is not laid out in logical manner

Menu presentation and design somewhat match concept

Menu is not clear and/or difficult to read 1

Menu is not laid out in logical manner

Menu presentation and design do not match concept

Photos Appropriate Score

Menu item is presented in appealing and appetizing manner 5

Photos represent menu items as written

Photos are clear

Menu item is presented in appealing and appetizing manner 4

Photos mostly represent menu items as written

Photos are clear

Menu item is somewhat presented in appealing and appetizing manner 3

Photos somewhat represent menu items as written

Photos may be unclear or out of focus

Menu item is not presented in appealing and appetizing manner 2

Photos do not represent menu items as written

Photos are unclear or out of focus

Menu item is not presented in appealing and appetizing manner 1

Photos do not represent menu items as written

Photos are unclear or out of focus

Menu Poster Appropriate Score

Menu is very clear and very easy to read 5

Menu is laid out in logical manner

Menu presentation and design match concept

Menu is clear and easy to read 4

Menu is laid out in somewhat logical manner

Menu presentation and design match concept

Menu may not be clear and/or easy to ready 3

Menu is laid out in somewhat logical manner

Menu presentation and design match concept

Menu is not clear and/or not easy to read 2

Menu is not laid out in logical manner

Menu presentation and design somewhat match concept

Menu is not clear and/or difficult to ready 1

Menu is not laid out in logical manner

Menu presentation and design do not match concept

Menu & Recipe Costing Appropriate Score

Recipe and costing are on official template 5

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 format

Recipe and costing are on official template 4

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 format

Recipe and costing are on official template 3

Recipe costing calculations are not correct or do not use 33% food cost

Recipes presented may represent a full menu item

All sources are properly acknowledged using MLA format

Recipe and costing are on official template 2

Recipe costing calculations are not correct or are incomplete, or do not use 33% food cost

Recipes presented may or may not represent a full menu item

Recipe and costing may not be on official template 1

Recipe costing calculations are not correct or are incomplete, do not use 33% food cost

Recipes presented do not represent a full menu item

All sources are may not be properly acknowledged using MLA format

Presentation Skills Appropriate Score

Excellent ability to sell concept 5

Complete knowledge of concept

Very easy to hear and understand

Good ability to sell concept 4

Somewhat complete knowledge of concept

Easy to hear and understand

Limited ability to sell concept 3

Limited knowledge of concept

Able to hear and understand

Limited ability to sell concept 2

Limited knowledge of concept

Difficult to hear and understand

Unable to sell concept 1

Very difficult to hear or understand

Unable to discern story of concept

Q & A – Depth of Knowledge Appropriate Score

Demonstrates full understanding of concept and subject matter 5

Demonstrates adequate understanding of concept and subject matter 4

Demonstrates some understanding of concept and subject matter 3

Demonstrates little understanding of concept and subject matter 2

Does not demonstrate an understanding of concept and subject matter 1