



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Restaurant and Food and Beverage Services

**INSTRUCTIONAL AREA**  
Operations

## **RESTAURANT AND FOOD SERVICE MANAGEMENT EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

### **GENERAL PERFORMANCE INDICATORS**

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

1. Explain the nature and scope of distribution.
2. Explain the concept of place (distribution) in the hospitality and tourism industry.
3. Explain the relationship between customer service and distribution.
4. Explain the concept of market and market identification.
5. Get regular feedback from guests and staff.

## **CASE STUDY SITUATION**

You are the director of food and beverage for HOUSE OF ITALY, a chain of casual dining restaurants with over 800 locations. The restaurant specializes in Italian-American cuisine and is known for its all-you-care-to-eat garlic bread, served tableside.

HOUSE OF ITALY is a staple in every metropolitan area. The menu serves up favorites such as spaghetti, lasagna, fettuccine, manicotti and ravioli, with menu prices ranging from \$12.99 - \$18.99. Each entrée comes with a choice of soup or salad. There are no variations on the menu by location. It is important to executives that each and every HOUSE OF ITALY look and feel exactly the same as well as offer customers the same menu items.

While sales have been steady, executives have noticed that the chain is not gaining new customers. Customers tend to be older Generation X and Baby Boomers that dine out with families. The chain has not been able to properly attract Millennials. Executives feel that the addition of new menu items such as appetizers and desserts would attract Millennials to HOUSE OF ITALY.

## **YOUR CHALLENGE**

The senior vice president wants to add appetizers and desserts to the HOUSE OF ITALY menu, but understands that if added, they must be added to every HOUSE OF ITALY menu, not just a select few. The senior vice president is weary to add items to the menu that have not been test marketed, but attempts to add the new items to a few test market locations have been denied. The senior vice president has decided that food trucks would be an inventive method to test market the new menu items before adding them to all HOUSE OF ITALY menus. The senior vice president wants your help in determining the following:

- How many food trucks should HOUSE OF ITALY invest in?
- Which types of neighborhoods/areas should the food trucks set up shop?
- Should the food trucks test market appetizers, desserts or both?
- Should the food trucks be labeled with HOUSE OF ITALY or left generic?
- How many days should the food truck be set in one location?
- How can HOUSE OF ITALY receive feedback on the test marketed items?

You will present your recommendations to the senior vice president in a meeting to take place in the senior vice president's office. The senior vice president may be accompanied by additional executives from the company.

You will receive 2-3 questions from the judge pertaining to the case situation.



**RESTAURANT AND FOOD SERVICE  
MANAGEMENT, 2018**

Participant: \_\_\_\_\_

**JUDGE'S EVALUATION FORM**  
State/Provincial Event 2

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Operations

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
<b>1.</b>	Explain the nature and scope of distribution?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>2.</b>	Explain the concept of place (distribution) in the hospitality and tourism industry?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>3.</b>	Explain the relationship between customer service and distribution?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>4.</b>	Explain the concept of market and market identification?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>5.</b>	Get regular feedback from guests and staff?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
<b>PRESENTATION</b>						
<b>6.</b>	Demonstrate clarity of expression?	0-1	2-3	4	5	
<b>7.</b>	Organize ideas?	0-1	2-3	4	5	
<b>8.</b>	Show evidence of mature judgment?	0-1	2-3	4	5	
<b>9.</b>	Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions?	0-1-2	3-4-5	6-7-8	9-10	
<b>TOTAL SCORE</b>						