



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Restaurant Management

**INSTRUCTIONAL AREA**  
Product/Service Management

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

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> 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 demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

### **21<sup>st</sup> CENTURY SKILLS**

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- 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**

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- Explain the nature and scope of the product/service management function.
- Discuss the nature of the menu as a management tool.
- Explain the concept of product mix.
- Identify product's/service's competitive advantage.
- Explain promotional methods used by the hospitality and tourism industry.

## EVENT SITUATION

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You are to assume the role of the general manager of CAFÉ ON THE SQUARE, a restaurant located in the town's main square. The owner of the restaurant (judge) has asked you to determine how the restaurant can participate in a weekly farmer's market.

CAFÉ ON THE SQUARE has been operating for 20 years. The café opens at 11 AM on Monday through Saturday for lunch and dinner and opens at 10 AM on Sundays to offer brunch. The restaurant is located on the city square, a four-block area that surrounds the local courthouse. The city square offers a variety of retail shops, restaurants, and galleries.

Each Saturday morning during the late spring and summer, the city offers *Farmers Market on the Square*, a time for local farmers and vendors to sell their products. The vendors have tables set up along all four blocks of the square and each week large crowds come out to support the farmers market. The market is open from 7 AM – 10 AM.

The only food service business open during *Farmers Market on the Square* is a local donut shop. The donut shop sells donuts, pastries, and a variety of beverages. The local donut shop does quite well in sales on Saturday mornings, as it is the only option to feed the large crowds.

The owner of CAFÉ ON THE SQUARE (judge) feels it would be beneficial for the restaurant to offer some products during *Farmers Market on the Square*, but does not want to fully staff the restaurant or have the entire establishment open for business. The owner (judge) has asked you to determine how CAFÉ ON THE SQUARE can participate in sales on Saturday mornings and how to promote it.

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

## JUDGE INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Procedures, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. 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.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE ROLE-PLAY CHARACTERIZATION

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You are to assume the role of the owner of *CAFÉ ON THE SQUARE*, a restaurant located in the town's main square. You have asked the general manager (participant) to determine how the restaurant can participate in a weekly farmer's market.

*CAFÉ ON THE SQUARE* has been operating for 20 years. The café opens at 11 AM on Monday through Saturday for lunch and dinner and opens at 10 AM on Sundays to offer brunch. The restaurant is located on the city square, a four-block area that surrounds the local courthouse. The city square offers a variety of retail shops, restaurants, and galleries.

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The only food service business open during *Farmers Market on the Square* is a local donut shop. The donut shop sells donuts, pastries, and a variety of beverages. The local donut shop does quite well in sales on Saturday mornings, as it is the only option to feed the large crowds.

You feel it would be beneficial for the restaurant to offer some products during *Farmers Market on the Square*, but do not want to fully staff the restaurant or have the entire establishment open for business. You have asked the general manager (participant) to determine how *CAFÉ ON THE SQUARE* can participate in sales on Saturday mornings and how to promote it.

The participant will present information 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. What are the risks associated with your plan?

2. Do we need to promote the new endeavor ahead of time or simply open during the farmers market?

Once the general manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the general manager (participant) for the work.

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

## EVALUATION INSTRUCTIONS

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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 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 director and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
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 <sup>th</sup> 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 <sup>th</sup> 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 <sup>th</sup> percentile of business personnel performing this performance indicator.



## RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES 2020

**JUDGE'S EVALUATION FORM**  
DISTRICT EVENT #2

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

**INSTRUCTIONAL AREA:**  
Product/Service Management

ID Number: \_\_\_\_\_

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Explain the nature and scope of the product/service management function?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Discuss the nature of the menu as a management tool?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of product mix?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Identify product's/service's competitive advantage?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain promotional methods used by the hospitality and tourism industry?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
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	
<b>TOTAL SCORE</b>						