

Prostart 1 Project

Create a fast food restaurant concept/theme, and develop a presentation based on the following requirements:

1. What overall theme does the concept's menu and price point suggest?
2. Is there a specific aesthetic that your menu and concept will have?
3. What are 3 meals that would represent your concept?
 - a. Meals are comprised of 1 protein and 1 side
4. How will your meals be presented?
5. What are the associated prices and food cost percentages that your menu items have? Use only Giant food stores to calculate prices. Provide a rationale for the chosen percentages and price points.
6. How will your concept be marketed? Provide some examples.
7. Are there any other types of businesses that your restaurant could partner with?

You will be required to develop any printed materials you need in order to convey the required information.

Lab component

Upon returning to school, you will be able to execute your menu items.

You will have 3 days to present all 6 menu items, with 1 meal presented per day. Menu items are to be made in-house where possible, and credit will be given based on the percentage of items made from scratch (bread excluded). Sauces and marinades should be made from scratch.

Your presentation will consist of:

1. An explanation of how the meal presented fits into the overall restaurant concept.
2. An explanation of cost structure of the meal.
3. A plated example of the menu item(s)

You will be judged on the quality of your presentation, and the information presented, as well as the composition and taste of the meals.

Prostart 1 Final Presentation

Names _____

Teacher name _____

	1	2	3
Concept and Menu	Menu and concept do not go together at all	Menu and concept could be feasible with adjustments	Menu and concept fit together totally
Recipes and Costing	Recipe costing incorrect or inappropriate	Recipe costing has minor errors, but still make sense	Recipe costing makes sense for the concept
Use of alternative recipe/menu items	Students could have used alternative items to make a better business decision	Alternative items used could have been better utilized	Alternative items used to make a strong final dish // No recipe/menu alternatives necessary
Plate Presentation	Dishes are not balanced or aesthetically pleasing	Dishes look OK overall, but could have been presented better with ingredients used	Dishes are aesthetically pleasing, with balance in color and textures
Taste	1 or less dish tastes good overall	2 out of 3 dishes taste good overall	All 3 dishes taste good overall

Points range:

0-7 pts

8-13 pts

14-20 pts