

# MENU PROJECT

South Fork Catering

Name \_\_\_\_\_

Period \_\_\_\_\_ Due Date \_\_\_\_\_

You are an entrepreneur and are applying for a small business loan to fulfill your dreams of becoming a restaurant owner. You will have to sell your restaurant to a bank made up of board members who will decide if you should receive a loan or not. In order to sell your ideas you will need to know whom your customers are, where you want your restaurant to be located and what your menu will be.

Your assignment is to: **1. Submit a menu with a creative design**  
**2. Do an oral presentation to sell your idea**

## Specifications of menu:

- You can up to 3 (8 X 11) sheets of paper. You may fold it in half or use it flat.
- The menu must be printed or neatly written in black or blue ink.
- Menu needs to include: Name, Address, Phone, Graphics, Menu item names, descriptions, and prices.

## Fill out the following to help you create your menu.

1. Who is your clientele? \_\_\_\_\_
2. Where is your restaurant located (Address, phone number, and hours of operation)?
3. What is the name of your restaurant? \_\_\_\_\_
4. What is the theme of your restaurant? Write below.
5. What is your restaurant logo? (Which should coordinate with your theme.) Draw below.
6. What is the slogan of your restaurant? (It should match your theme and logo) Write below.
7. What type of service will you offer? (Sit-down, take-out, drive-through, etc.) \_\_\_\_\_
8. Your menu must include 3 foods from each of the following food categories. You must have one vegan, one vegetarian, and one meat option for each category as well.
  - Appetizers
  - Soups
  - Salads
  - Entrees
  - Desserts
9. The menu must describe each food item in **21 mouthwatering words or less.**

10. Where did your ideas come from? (cook book, other menus, imagination, Internet) Name the source as well. (i.e. cook book – The Joy of Cooking) Write below.

### **REAL LIFE MENU EXPLORING**

1. Name of establishment? \_\_\_\_\_

2. Does it show hours of operation? Yes/No Does it show its address? Yes/No

3. Was the font readable?

4. Does it convince you to buy the food Yes/No

Why/why not?

5. Have you eaten there? Yes/No

If yes, would you recommend it, and what would recommend?

**Answer all above questions and use them to help you complete your menu.**

**You will need to turn this cover sheet in with your menu.**

**You will be graded on:**

Category	0	1	2
Complete cover sheet	Not done	Hasty general answers	Full sentence, well thought out answers
Creativity	No color, no logo, no graphics	One color, simple logo, little graphics	Multi-colors, creative logo, lots of graphics
Food Item Descriptions	Just the title	Title with basic food description	Title and colorful use of adjectives to create state the make someone hungry
Real Life Menu	Not done	Answers question 1-5	Answer questions 1-5 and bring a copy of the menu
Neatness and Spelling	Unreadable and misspelled words	Sloppy writing , misspelled words	Neat handwriting or typed with no misspellings
Oral Presentation	Not done	3-5 minutes with the use if the overhead projector	3-5 minutes, use of overhead and a good sales pitch