# Menu Project Grading Rubric

## 100 Points

<table>
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<tr>
<th>Student Name _______________________________</th>
<th>Term ____________________________</th>
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### Business concept: (body of report)
- Business concept, brand and location (2 paras.) | 10 |
- Target market and Demographics | 5 |
- Description of how business concept meets needs of target market (1 para.) | 5 |

### Menu recipes: (body of report)
- Ten recipes written in standardize format | 10 |
- Ten costing sheets including recipe and menu prices (appropriate menu price relating to dish) | 10 |

### Printed Menu:
- Menu headings should be appropriate to concept and spelled correctly | 5 |
- Descriptive copy written in a style appropriate for the business concept, spelled correctly, font size is appropriate | 5 |
- Descriptive copy communicates information - detailed yet concise, brief and to the point, communicates facts, sells the product to the guest | 10 |
- Descriptive copy abides by ‘Truth-in-menu’ advertising? (11 categories) | 2 |
- Menu copy – Nutrition emphasis (dietary restrictions are addressed, food safety warnings, symbol definitions) | 5 |
- Menu copy (business address/hours/web page, etc) included | 2 |

### Menu Layout:
- Menu visually captures the restaurant concept and brand | 4 |
- Menu is clear and uncluttered (appropriate amount of white space). Hot zones included on menu? | 4 |
- 2 -3 images included on the menu | 4 |
- Menu pricing (consistent format throughout, appropriate for target market/location) | 4 |

### Children’s menu
- Fun, engaging, abides by the same guidelines as above | 15 |

### Total Points |
- 100