

FOOD ADMINISTRATION & MENU PLANNING
MENU RATING WORKSHOP

Name of Restaurant/Menu _____

Total Points _____

Rating _____ Stars

No.	Rating Category	Possible Points	Points Awarded	Total
I.	Art & Design:			
1.	Menu is designed and artwork executed by competent, professional artist or designer.	30		
2.	Illustrations add advertising and marketing value without hampering readability.	10		
3.	Color illustrations appear "appetizing".	10		
	Sub-Total	50		
II.	Layout: Items are listed in appropriate eating and drinking sequence as follows:			
1.	Foods: appetizers, soups, entrees, desserts, salads, sandwiches & side orders are listed separately.	30		
2.	Drinks: Listed in appropriate order: before dinner, wine with the meal, after dinner.	30		
3.	Headings: Soups, appetizers, salads, sandwiches, entrees, steaks, seafood, dessert etc. are used to separate categories of items on the menu for easier ordering.	20		
4.	Specials are given "special" treatment, boxed in, bolder type, more descriptive copy, or illustrations.	30		
5.	Best Sellers items the restaurant want to sell the most of are given "top" or best position to catch the eye.	30		
6.	Tip-ons do not cover any part of the menu.	10		
7.	Menu has no blank or unused pages.	10		
	Sub-Total	160		
	Sub-Total From Page 1	210		

III.	TYPE:	Possible Points	Points Awarded	Total
1.	Headings (appetizers, soups, salads, entrees are in bigger, bolder, "different" type or lettering used n the rest of the menu.	25		
2.	A variety of CAPITAL LETTERS and lower case letters are used.	10		
3.	Type is big enough to be easily read by the average person.	25		
	Sub-Total	60		
IV.	Merchandising: The following basic information appears somewhere on the menu:			
1.	Phone number, days open, meals served, hours of service and credit card policy.	25		
2.	Party, banquet, and meeting information.	25		
3.	Take-out and /or catering information.	20		
4.	History of the restaurant or community information.	10		
5.	Menu used as souvenir, mailer, or it is sold.	10		
	Sub-Total	90		
V.	Marketing:			
1.	High profit, bigger, more popular items are given better treatment, such as bolder type, more descriptive copy and illustrations, than smaller, lower profit items.	50		
2.	Specials (daily, weekly, continental, gourmet, family, diet, etc.) are designed to attract sales and increase profit.	25		
	Sub-Total	75		
VI.	Mechanical:			
1.	The paper used is durable, practical, coated and grease resistant on both sides.	30		
2.	Binding and tip-on devices are both practical and durable.	10		
3.	Tip-ons are of the same quality (paper & print) as the rest of the menu.	10		
4.	Printing is clean, sharp, and of good quality.	25		
5.	Menu is big enough to accommodate all items listed allowing for easy reading and ordering.	40		
6.	The menu is clean; there are no stains or dog-ears.	10		
	Sub-Total	125		
	Sub-Total from Page 2	350		

VII.	Copy:	Possible Points	Points Awarded	Total
1.	Entrees are interestingly and appetizingly described with good sell copy that includes "how prepared" and special ingredients.	50		
2.	Expensive "special" appetizers and soups are described.	30		
3.	All entrée type salads are described.	20		
4.	"Special" sandwiches are appetizingly described.	20		
5.	Quality grades and portion sizes for steaks are listed.	10		
6.	Desserts are described with attractive merchandising copy.	25		
	Sub-Total	155		
VIII.	Creativity:			
1.	The menu is unusual in design, color, and/or paper-fold with evidence of creativity and imagination.	75		
	Sub-Total	75		
	Sub-Total from Page 3	230		
	Total for pages1-3	790		

Page 3

**** STAR RATING ****

**** (4) 700-790

*** (3) 600-699

** (2) 500-599

* (1) 499&Below

Student's Name : _____