**Culinary Arts Food Truck Project score /150 total**

**Owner: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Name for Truck/Business is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Theme is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**The slogan is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**10 pts - Logo for side of truck – creative and connects with the theme**

**5 pts - Location Description – demographics, business/industry, local points of interest**

**5 pts - Target audience (who we are selling food to)**

**25 pts - Menu Items: 5 dishes (recipes included) One dish needs to include a frozen dinner roll.**

**25 pts - Printed Menu: You must also create a menu on the computer in the form of a flyer or brochure that has your menu on it. Use Microsoft publisher or other software to make your menu.**

**40 pts - 3D Truck – see web site for samples and template (copy template to your folders to work on)**

* **Creativity**
* **Logo**
* **Menu board**
* **Concept easily understood**

**10 pts - Interior Floor Plan: Equipment needed in truck to prepare menu**

**30 pts - Showcase presentation: set up and sell concept to guest judges (if time allows, we will prepare the dish with dinner roll and present) You may use anything you can come up with to sell your truck (costume, music, ect)**