**C:\Users\Heather\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\EYEU22ZQ\MC900363828[1].wmfFood Truck Challenge**

Food trucks are gaining in popularity across the country. Once thought of as "roach coaches" with mediocre food, food trucks are now esteemed foodie destinations. Food trucks allow chefs to own their own restaurant with less overhead costs while sharing their food with a wide audience, traveling to new locations each day.

For this activity, you will be designing our own mock food truck. You will formulate a theme, company name, logo, and full menu. You will then prepare the signature dish for your food truck as part of a home cooking assignment. Your final product will be presented using Google Slides or Prezi.

1. **Theme**

What is the theme of your food truck? Will your food be fancy, or casual? Traditional, modern, fusion, or a mixture of all three? You can serve any food you desire, from homemade ice cream, to gourmet Oaxacan cuisine.

1. **Name**

What will you call your food truck? Keep in mind you are competing with thousands of other food trucks for customer orders. Keep it simple, or be creative - just remember that your name should reflect who you are as a business and the type of food you will serve.

1. **Logo**

Design a logo for your food truck that incorporates your name. Your logo should be creative, neat, and accurately reflect your theme, food, and the type of service you provide.

1. **Menu**

Develop a full menu for your food truck. Your menu must include 3 entrees, 2 snacks, and 2 desserts, each with a description telling customers what they can expect. Keep in mind, food trucks often serve few items, but each item has the ability to stand alone as a delicious, memorable dish. Once you decide on food items, design a menu board that would appear either as a folding sign in front of your truck, or something that would be attached to the side of the truck.

1. **Signature Dish**

You will prepare your signature dish at home in the format of a standard home cooking assignment. You must attach the home cooking assignment form, your recipe, and three pictures (picture of your mise en place, picture of you making the item, and a picture of your final product.

1. **Presentation**

You will be telling the class about your food truck. Your presentation must be rehearsed and professional. Practice, be professional, speak clearly, speak at the appropriate volume, and memorize what you are going to say. You can use note cards to help you, but you should be able to talk about your food truck comfortably without reading off the cards. You will present all components of the food truck. Your presentation should be 2-3 minutes long.

**Rubric**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CATEGORY** | **4** | **3** | **2** | **1** | **Toal** |
| **Theme** | Theme is clear, understandable, consistent throughout the entire food truck design and menu. | Theme is understandable and consistent throughout most of the food truck design and menu. | Theme is somewhat understandable but shows major flaws in consistency. | Theme is represented but is difficult to understand, unclear, and inconsistent throughout the food truck design and menu. |  |
| **Name** | Name is clear, creative, understandable, recognizable, and accurately reflects the chosen theme. | Name is clear, understandable and accurately reflects the chosen theme. | Name reflects the chosen theme, but is unclear or confusing in relation to other elements of the food truck. | Name does not reflect the theme or food served at the food truck. |  |
| **Logo** | Logo is clear, reflects the theme, and is attractively designed. It has a font that is creative but easy to read, contains at least one understandable image, and colors that complement one another. | Logo is clear, understandable, and accurately reflects the chosen theme and name of the food truck. Font is creative, contains one image, and colors that complement one another. | Logo is understandable and represents the theme but is missing at least one of the major components of an acceptable logo (font, image, color) | Logo is difficult to understand and is missing at least two of the major components of an acceptable logo (font, image, color) |  |
| **Menu** | Menu contains 3 entrees, 2 snacks, and 2 desserts that accurately reflect the theme. Each dish has a clear, appetizing description. Menu is thoughtfully and creatively designed and constructed. | Menu contains 3 entrees, 2 snacks, and 2 desserts that reflect the theme. Each dish has a basic description. Menu is thoughtfully constructed. | Menu is missing 1-2 of the required dishes, but each dish has a clear and appetizing description. OR descriptions are missing from complete menu. Menu has basic elements but is somewhat messy or difficult to read. | Menu is missing 2-3 of the required dishes, but each dish has a clear description. Menu is messy and difficult to understand. Not thoughtfully constructed. |  |
| **Signature Dish** | Student was present during both the preparation days. Each group member prepared worked diligently to complete the signature dish. Signature dish was prepared accurately according to the recipe. | Student was present during both presentation days. Group members were prepared, but some confusion occurred while working with one another. Signature dish was prepared accurately according to the recipe. | Student was only present on one of the preparation days. Group did not work well together, or members seemed somewhat unprepared. Food was still prepared as planned. | Group did not work well with one another and were unprepared. Group was still able to present a signature dish, but the food had to be altered to make up for unpreparedness. |  |
| **Presentation** | Presentation was clearly rehearsed, planned, and contained all of the project elements. Each group member shared equally and was professional in their delivery. | Project was rehearsed, planned, and contained all the project details. Some group members shared more than others. Each group member was professional in their delivery. | Presentation seemed minimally rehearsed or was missing 1 important detail. Group members were somewhat professional in their delivery (overly reliant on cards). | Presentation was unrehearsed and showed signs of unprofessionalism (side chatter, laughing, reading from cards, etc). | X2 |
| **Presentation Format** | Presentation was thoughtfully and neatly designed and reflected the theme of the food truck in its entirety. Students represented the name, theme, logo, menu, and signature dish. | Presentation was neatly constructed and contained all of the necessary components. | Presentation contained all of the necessary components but was messy OR was missing 1 of the major components. | Presentatio showed lack of planning and thought OR was missing 2 of the major components. | X2 |
| **Signature Dish Home Cooking Assignment** | | | | | |
| **Rating Scale** | Student rated each component of their recipe and included a detailed explanation for each rating using vocabulary words and knowledge learned in class. | Student rated each component of the recipe and included an explanation for each rating using some of the information and vocabulary words used in class. One major detail overlooked in explanations. | Student rated each component of the recipe and included a basic explanation of each rating using information provided in class. Two or more major details were overlooked in the explanation. | Student rated each component of the recipe but was missing two or more explanations OR clearly failed to use information provided in class to explain their reasoning. |  |
| **Picture of mise en place done by the student** | Student included a picture of all items mise en placed for their recipe | X | Student included a picture of at least half of their items mise en placed for their recipe | X |  |
| **Picture of preparation by the student** | Student included a picture of their preparation with the student in the picture. | X | Student included a picture of their preparation, but the student was NOT in the picture. | X |  |
| **Picture of final product made by the student** | Student included a picture of their final product with the student in the picture. | X | Student included a picture of their final product, but the student is NOT in the picture. | X |  |
| **Recipe** | Student included a copy of the exact recipe they used with a title, ingredients list, and directions. | X | Student included a copy of the exact recipe they used, but it is missing one of the three main recipe components. | X |  |

Total Points: /48

**Signature Dish**

You will prepare your food truck signature dish and document your food and experience with the home cooking assignment below.

**Recipe Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Parent Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Parent Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Flavor**

Rate the flavor of your chosen recipe and write a few words specifically describing the flavors you tasted.

1 2 3 4 5

Not Flavorful Very Flavorful

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Appearance**

Rate the overall appearance of the item and write a few words specifically describing the appearance of the food.

1 2 3 4 5

Unacceptable Acceptable Very Attractive/Pleasing

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Texture**

Rate the texture of the food item and write a few words specifically describing the texture of the food item.

1 2 3 4 5

Unacceptable Acceptable Pleasing/ Ideal

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Overall Opinion**

Provide your overall opinion of the food item you chose and write a few words describing what you would do differently next time you make this food.

1 2 3 4 5

Unacceptable Acceptable Pleasing/Ideal

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_