

***Food Truck Feud*** is an *individual or team (up to 3 people)* event, recognizes participants for their ability to research and explore owning, operating, and marketing a Food Truck. Participants are also recognized for their ability to prepare and execute an organized portfolio and an oral presentation. Participant(s) must prepare a ***portfolio***, and an **oral presentation**.

**NEW JERSEY CORE CURRICULUM STANDARDS**

- L.11-12.2 Demonstrate command of the conventions of standard English capitalization, punctuation, and spelling when writing.
- L.11-12.6 Acquire and use accurately general academic and domain-specific words and phrases, sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression.
- RI.11-12.1 Cite strong and thorough textual evidence to support analysis of what the text says explicitly as well as inferences drawn from the text, including determining where the text leaves matters uncertain.
- RI.11-12.7 Integrate and evaluate multiple sources of information presented in different media or formats (e.g., visually, quantitatively) as well as in words in order to address a question or solve a problem.
- W.11-12.1d Establish and maintain a formal style and objective tone while attending to the norms and conventions of the discipline in which they are writing
- W.11-12.9 Draw evidence from literary or informational texts to support analysis, reflection, and research.
- SL.11-12.1c Propel conversations by posing and responding to questions that probe reasoning and evidence; ensure a hearing for a full range of positions on a topic or issue; clarify, verify, or challenge ideas and conclusions; and promote divergent and creative perspectives.
- SL.11-12.4 Present information, findings, and supporting evidence, conveying a clear and distinct perspective, such that listeners can follow the line of reasoning, alternative or opposing perspectives are addressed, and the organization, development, substance, and style are appropriate to purpose, audience, and a range of formal and informal tasks.
- SL.11-12.6 Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate.
- 9.2.8.CAP.3 Explain how career choices, educational choices, skills, economic conditions, and personal behavior affect income.
- 9.2.12.CAP.6: Identify transferable skills in career choices and design alternative career plans based on those skills
- 9.2.8.CAP.9: Analyze how a variety of activities related to career impacts postsecondary options
- 9.2.8.CAP.12: Assess personal strengths, talents, values, and interests to appropriate jobs and careers to maximize career potential.
- 9.2.8.CAP.16: Research different ways workers/ employees improve their earning power through education and the acquisition of new knowledge and skills.
- 9.2.8.CAP.18 Explain how personal behavior, appearance, attitudes, and other choices may impact the job application process.
- 9.4.12.CI.3 Investigate new challenges / opportunities for personal growth, advancement, and transition.
- 9.4.8.CI.4: Explore the role of creativity and innovation in career pathways and industries
- 9.4.8.IML.3 Create a digital visualization that effectively communicates a data set using formatting techniques such as form, position, size, color, movement, and spatial grouping.
- 9.4.8.IML.7 Use information from a variety of sources, contexts, disciplines, and cultures for a specific purpose.
- 1.2.12acc.Cr1b Organize and design artistic ideas for media arts productions.
- 1.2.12prof.Cn10a Access, evaluate and integrate personal and external resources to inform the creation of

- original media artworks, such as experiences, interests and cultural experiences.
- 9.3.HT.1 Describe the key components of marketing and promoting hospitality and tourism products and services.
- 9.3.HT.3 Demonstrate hospitality and tourism customer service skills that meet customer needs.
- 9.3.HT-LOD.3 Allocate staff positions to meet the needs of various lodging departments.
- 9.3.HT-LOD.4 Describe the roles and responsibilities of lodging managers.
- 9.3.HT-REC.9 Develop marketing strategies for recreation, amusements and attractions venues.
- 9.3.HT-REC.10 Analyze the merchandising , program, and product potential for different recreation, amusement and attraction venues.
- 9.3.HT-RFB.2 Demonstrate safety and sanitation procedures in food and beverage facilities.
- 9.3.HT-RFB.8 Implement standard operating procedures related to food and beverage production and guest service.
- 9.3.HT-RFB.10 Apply listening, reading, writing and speaking skills to enhance operations and customer service in food and beverage service facilities.

**CAREER READY PRACTICES**

- ✓ Act as a responsible and contributing citizen and employee.
- ✓ Apply appropriate academic and technical skills.
- ✓ Communicate clearly and effectively with reason.
- ✓ Consider the environmental, social and economic impacts of a decision.
- ✓ Demonstrate creativity and innovation.
- ✓ Employ valid and reliable research strategies.
- ✓ Utilize critical thinking to make sense of problems and persevere in solving them.
- ✓ Model integrity, ethical leadership and effective management.
- ✓ Use technology to enhance productivity.
- ✓ Work productively in teams while using cultural global competencies.

**NATIONAL STANDARDS FOR FAMILY AND CONSUMER SCIENCES**

- 8.2.2 Employ food service management safety/sanitation program procedures, including CPR and first aid.
- 10.3.1 Apply industry standards for service methods that meet expectations of guests or customers.
- 10.3.2 Analyze the relationship between employee attitude, appearance, and actions and guest or customer satisfaction.
- 14.4.1 Analyze conditions and practices that promote safe food handling.

**EVENT CATEGORIES**

- Junior:** Participants in grades 6 – 8
- Senior:** Participants in a comprehensive program in grades 9 – 12
- Occupational:** Participants in an occupational program in grades 9 – 12

**ELIGIBILITY**

1. Each chapter may submit two (2) entries in each event category.
2. An entry is defined as one (1) individual participant or (1) team of no more than three (3) participants.
3. An event category is determined by a participant's grade in school and type of Family and Consumer Sciences program.

**PROCEDURES & TIME REQUIREMENTS**

1. Participants will create a plan for a food truck business. It will include a portfolio using a maximum of 25 slides and an oral presentation up to 10 minutes.

2. Although, this is an in-person event, each entry will have both a “hard copy” and a digital folder. An assigned digital folder to submit the project materials via Google Drive will be provided to the adviser upon competitive event registration. All digital materials must be submitted by **March 15, 2022** and privacy settings must be viewable to anyone with the link.
3. Each entry must submit a digital file (in addition to the “hard copy” requirements) with the following information:
  - Electronic/scanned copy of the Portfolio (see requirements below of detail pages required)
4. At the State Leadership Conference, one “hard copy” (1) letter-sized file folder will be submitted time at the beginning of the State Leadership Conference (see the conference program for the exact time and location) and will include the following information:
  - “Hard copy” of the Portfolio (see requirements below of detail pages required)
5. The folder must be labeled on the front cover, upper left corner as follows:
  - A. Participant(s) Name(s)
  - B. School Name
  - C. Chapter Name
  - D. Event Name (Food Truck Feud)
  - E. Event Category

## FOOD TRUCK FEUD SPECIFICATIONS

### Portfolio

Participant(s) will have an assigned folder to submit the portfolio via Google Drive. The portfolio may have a maximum of 25 pages. Props and visuals are permitted but not required during the in-person presentation. All digital materials must be submitted by **March 15, 2022** and privacy settings must be viewable to anyone with the link.

|               |  |   |
|---------------|--|---|
| 1 page        | <b>Project Identification Page</b>                           | One slide with <i>no graphics</i> or decorations; must include participant(s) name(s), chapter name, school, event name (Food Truck Feud), event category and name of business.   |
| 1 page        | <b>Table of Contents</b>                                     | List the parts of the <i>presentation</i> in the order in which the parts appear. One slide or one 8 ½ x 11” page that lists the parts of the portfolio in the order in which the parts appear.   |
| Up to 4 pages | <b>Content Divider Pages or Sections</b>                     | Use up to 4 <i>content divider</i> /section slides. <i>Content divider</i> /section pages may contain a title, a section name, <i>graphic</i> elements, thematic decorations. They must not include any other <i>content</i> .  |
| 1 page        | <b>Food Truck Theme (focus area)</b><br><b>Business Plan</b> | Choose ONE food theme for your truck/business. Successful food trucks specialize in one concept – not many. This theme will be the foundation for all your other decisions relating to your food truck business. Summarize your business plan in 2 slides. What will you sell? Who will buy it? Where will you be located?                  |
| 1 page        | <b>Slogan/Logo</b>   | Every business needs a brand and image to identify themselves to new customers. No customers = no money! An example is McDonald’s has the golden arches and the “I’m lovin’ it” concept.<br>–Create a professional logo to use for your business. It should also include a one-liner slogan that will build familiarity with your business. |

|               |                                   |   |
|---------------|-----------------------------------|---|
| 1 page        | <b>Business Mission Statement</b> | Develop a mission statement for the project's business.   |
| Up to 2 pages | <b>Target Market</b>              | <p>An important element of marketing is the selection of the target market or markets: the people an operation intends to pursue as customers. Consider the following:</p> <p><b>Who?</b></p> <ul style="list-style-type: none"> <li>• What kind of guests are you targeting?</li> <li>• Age range?</li> <li>• Culture?</li> <li>• Occupation?</li> </ul> <p><b>What?</b></p> <ul style="list-style-type: none"> <li>• Price point?</li> <li>• Menu options?</li> <li>• Sustainability?</li> </ul> <p><b>Where?</b></p> <ul style="list-style-type: none"> <li>• Where is your target market located?</li> <li>• Will your truck travel or be on a permanent site?</li> </ul> <p><b>How?</b></p> <ul style="list-style-type: none"> <li>• How are you going to reach your target market?</li> <li>• How will people know about your business?</li> <li>• Will you use social media?</li> <li>• What government regulations are there for food trucks? Permits? Legal constraints? City ordinances?</li> </ul> |
| Up to 3 pages | <b>Marketing Plan</b>             | <p>Address ways you will create a marketing plan for your business. In addition to other strategies, be sure to include the following:</p> <p><b>Social Media Campaign</b> – Assume that you are using social media accounts on Facebook, Instagram and Twitter to promote your food truck. Include at least 2 posts that you would use.</p> <p><b>Community Involvement</b> – What local events or businesses can you use to advertise your truck business and menu. What will you do to include the community in your marketing?</p>  |

|               |   |  |
|---------------|---|--|
| Up to 2 pages | <b>Menu:</b>                                      | <p>One of the most important interactions people have with a given food truck operation is through the menu. It is where sales are initially won or lost! As a marketing tool, the menu functions in three ways:</p> <ol style="list-style-type: none"> <li>1. Informing guests about what the business offers</li> <li>2. Selling products</li> <li>3. Creating identity</li> </ol> <p>Create a menu that includes the following:</p> <ul style="list-style-type: none"> <li>• 8 – 10 menu items total</li> <li>• fits the theme of the food truck</li> <li>• prices of each item</li> </ul> <p>Choose one menu item to do a comprehensive shopping list and price analysis on. The price that you charge customers must be economical for both your business and the customer.</p> |
| Up to 2 pages | <b>The Truck</b>                                  | <p>Design a Food Truck on paper</p> <ul style="list-style-type: none"> <li>• Design a Food Truck on paper either using the template provided or creating one of your own.</li> <li>• Place a window where the food will be served out of</li> <li>• Color is an integral part of your food truck's design. It should communicate messages about your brand. It may represent the food being served, a certain mindset, or experience.</li> <li>• Display your food truck name in large legible letters. Use images or iconography that represent your brand.</li> </ul>  |
| Up to 2 pages | <b>Start- Up Budget</b>                           | <p>What investment is needed to open this food truck business? Where will you find the resources to get this business on the road?</p>   |
| Up to 2 pages | <b>Required Steps needed to open a food Truck</b> | <p>List the steps to open a food truck business.</p> <ul style="list-style-type: none"> <li>• Strategies?</li> <li>• Permits?</li> <li>• Certifications?</li> </ul>  |
| Up to 2 pages | <b>Customer Service Strategy</b>                  | <p>Develop a method for receiving client praise and customer complaints. Describe the process for disseminating praise to staff and utilizing testimonials. Describe the process for handling customer complaints and preventing problems in the future.</p>   |
| Up to 1 page  | <b>Works Cited/Bibliography</b>                   | <p>Use MLA or APA citation style to cite all references. <i>Resources</i> should be <i>reliable</i> and <i>current</i>.</p>  |

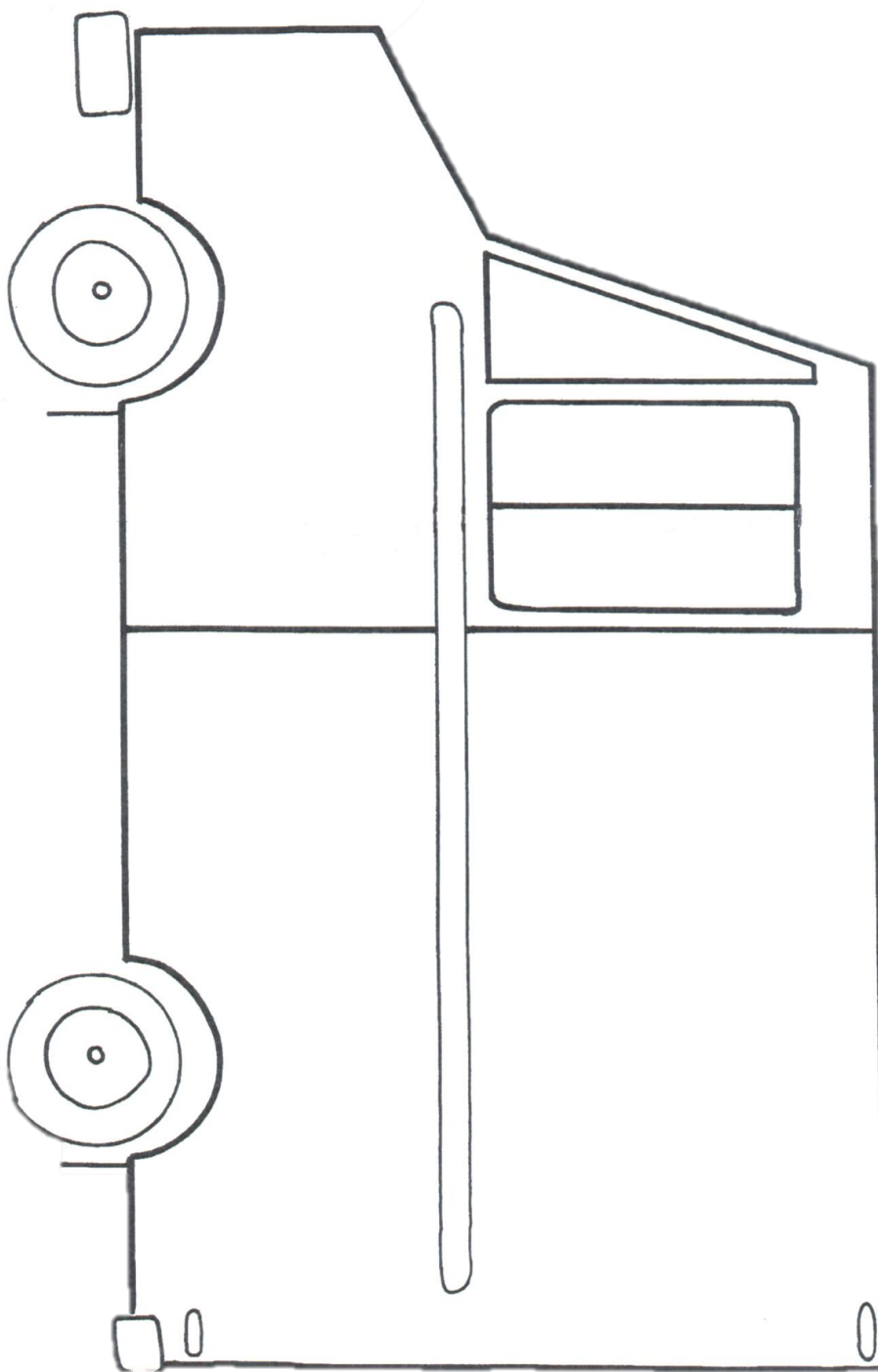
|  |                   |  |
|--|-------------------|--|
|  | <b>Appearance</b> | <i>Portfolio</i> must be neat, legible and professional and use correct grammar and spelling. So not exceed the dimensions of a 2-inch binder. |
|--|-------------------|--|

**Oral Presentation**

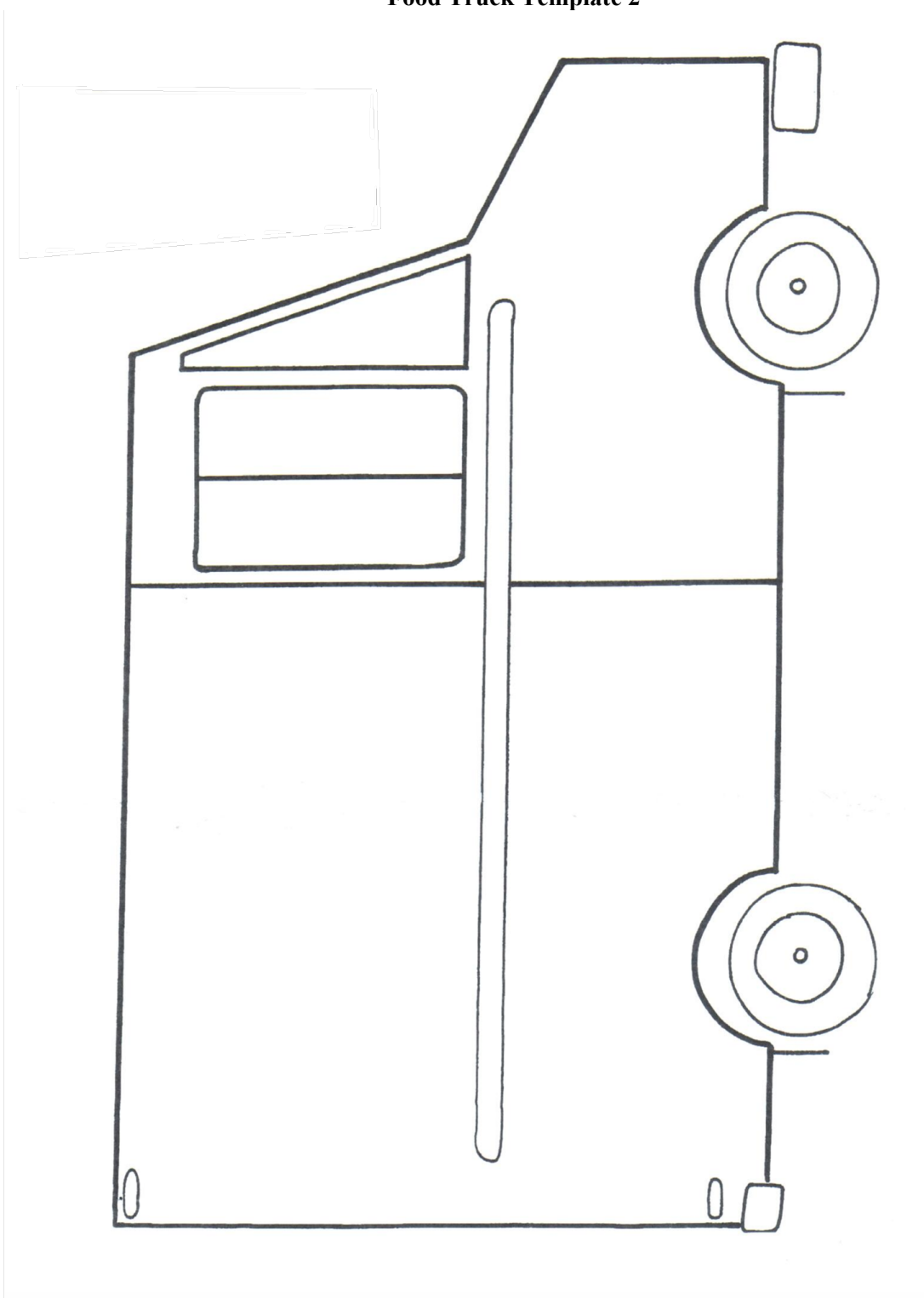
The oral presentation **may be up to ten (10) minutes** in length. The presentation should explain the specifics of the food truck business. Props and visuals are permitted but not required.

|   |   |
|---|---|
| Organization/Delivery                       | Deliver oral presentation in an organized, sequential manner; concisely and thoroughly summarize project.   |
| Knowledge of the Food Truck Business        | Demonstrate thorough knowledge of the hospitality field and ability to apply knowledge to real-life situations, and its application to Family and Consumer Sciences-related concerns. |
| Voice, Grammar / Word Usage / Pronunciation | Speak clearly with appropriate pitch, tempo and volume. Use proper grammar, word usage, and pronunciation.  |

**Food Truck Template 1**



**Food Truck Template 2**





**FOOD TRUCK FEUD RATING SHEET**

Name(s) of Participant(s) \_\_\_\_\_

School \_\_\_\_\_

Category: \_\_\_\_\_ Junior \_\_\_\_\_ Senior \_\_\_\_\_ Occupational

| Evaluation Criteria  | Poor | Fair | Good | Very Good | Excellent | Score | Comments |
|--|------|------|------|-----------|-----------|-------|----------|
| <b>PORTFOLIO</b>   |      |      |      |           |           |       |          |
| Truck's Focus<br>Theme and business plan is congruent                  | 0-2  | 3-4  | 5-6  | 7-8       | 9-10      |       |          |
| Logo/Slogan<br>Attractive and slogan is "catchy"                       | 0-2  | 3-4  | 5-6  | 7-8       | 9-10      |       |          |
| Business Mission Statement<br>Succinct but thorough                    | 0-1  | 2    | 3    | 4         | 5         |       |          |
| Target Market Profile<br>Identifies a niche and creates a business fit | 0-1  | 2    | 3    | 4         | 5         |       |          |
| Marketing Plan<br>Creative and covers a large market                   | 0-1  | 2    | 3    | 4         | 5         |       |          |
| Truck<br>Contemporary and interesting look                             | 0-2  | 3-4  | 5-6  | 7-8       | 9-10      |       |          |
| Startup Budget<br>Reasonable and realistic                             | 0-2  | 3-4  | 5-6  | 7-8       | 9-10      |       |          |
| Steps to open this business<br>Hits the important prerequisites        | 0-2  | 3-4  | 5-6  | 7-8       | 9-10      |       |          |
| Customer Service Strategy<br>Identifies ways to meet customer needs    | 0-1  | 2    | 3    | 4         | 5         |       |          |
| Works Cited/Bibliography   | 0-1  | 2    | 3    | 4         | 5         |       |          |
| Spelling, Grammar  | 0-1  | 2    | 3    | 4         | 5         |       |          |
| Overall Appearance<br>Organized, neat and professional                 | 0-1  | 2    | 3    | 4         | 5         |       |          |
| <b>ORAL PRESENTATION</b>   |      |      |      |           |           |       |          |
| Organization/Delivery- Good voice and body language                    | 0-2  | 3-4  | 5-6  | 7-8       | 9-10      |       |          |
| Knowledge of Subject Matter  | 0-1  | 2    | 3    | 4         | 5         |       |          |

**Total Score** \_\_\_\_\_

**Verification of Total Score** (please initial)

Evaluator \_\_\_\_\_

Room Consultant \_\_\_\_\_

Lead Consultant \_\_\_\_\_

**Circle Rating Achieved:**

Gold: 90-100

Silver: 79-89

Bronze: 70-78