

Group Members

Overall Grade

Food Truck Name:

Business Plan:

- The business plan is reasonable and well thought out.

1 2 3 4

- The appendices are complete and look professional.

1 2 3 4

- The complete business plan looks professional and neat.

1 2 3 4

Pitch:

- The pitch is catchy and entertaining.

1 2 3 4

- Credibility is established.

1 2 3 4

- Product is described and appeals to the stomach.

1 2 3 4

- Pitch is memorized and delivery is animated.

1 2 3 4

Approximate Pitch Length _____
(This part optional. Required length 45 sec)

Signs and Swag:

- Full sized sign is aesthetically pleasing, creative, and neat.

1 2 3 4

Nutrition Label:

- The nutrition label is calculated for one serving and is in the correct format.

1 2 3 4

- The group can explain the process of calculating the nutrition facts for a serving size.

1 2 3 4

Food:

- Signature recipe is flavorful and unique.

1 2 3 4

- Presentation/Plating of the food is visually appealing.

1 2 3 4

General Presentation Components

- All group members engaged and have a meaningful role.

1 2 3 4

- Group has a sense of professionalism.

1 2 3 4

Comments: