Theme Restaurant Project

Project information: 20 Percent of your first semester grade is derived from projects. This project encompasses many of the topics discussed in Chapter 12 pages 278 to 295 of Culinary Essentials. You should refer to the text for questions regarding your menu. Your project needs to be completed using [www.sway.com](http://www.sway.com), [www.wix.com](http://www.wix.com) , [www.jimdo.com](http://www.jimdo.com) or ***highly suggested site*** [www.sites.google.com](http://www.google.com/sites/help/intl/en_GB/overview.html) suggested project submitted through Google Classroom. For this project you will need to complete the following:

Develop a theme restaurant concept for the Greater Danbury Area. This will be conveyed in a narrative format (a story).

* 1. Name-Should be original. Why did you name it this way? It should also include your name and period number.
	2. Location-Needs to be in Greater Danbury
		1. Include street locations, landmarks.
		2. Why this area, what’s the lure or draw to it, is there a “history” in the location or restaurant? Take a look at this place for inspiration - [www.woodspitbbq.com/about.html](http://www.woodspitbbq.com/about.html)
	3. Theme or concept identification
		1. What is it?
		2. Who is your concept geared towards?
		3. Is this concept an independent, chain, or franchise? Not sure take a look in your book.
		4. Staff uniform should be included. Suggested site: [www.happychefuniforms.com](http://www.happychefuniforms.com)
	4. Menu- Need help with your menu layout? Google menu layout tips for many strategies and concepts. Your original menu with descriptions and pricing format will include a **minimum** of the following:
		+ 1. 4 Appetizers or Starters of which:
				1. 1 must be a soup
				2. 1 must be an original salad
			2. 5 entrees
				1. 1 fish
				2. 1 chicken
				3. 1 beef
				4. 1 vegetarian option
				5. 1 original entree of your choice.
			3. 2 Desserts- must be homemade
			4. 2 Specialty drinks - nonalcoholic
	5. Advertising- Create 3 or more restaurant advertising displays that best convey the image of the restaurant. It should include menu item (think picture, special description) Social Media - Facebook / Twitter link, or billboard, news paper ad or coupon will be accepted. If you use [**www.aurasma.com**](http://www.aurasma.com)for an augmented reality ad bonus points will be awarded.
	6. The Presentation-Link filed electronically to Google Classroom using [www.sway.com](http://www.swam.com) . It should be on time and organized with one link.

General information:

All narratives must be typed using approved DHS formats. Time will be given to you during class to complete so use it wisely. Some work will have to be done at home! Passes to media center and the Café computers can be used if needed, first come first serve basis. Sections will have due dates to complete the total project. This is your chance to develop your dream place so make the most of it! Remember everything goes back to the “menu”. Design, staffing, clientele and pricing must reflect menu. Make it flow!