

**Illinois State University**  
**Department of Family & Consumer Sciences**  
**Food & Beverage Management Video Competition**

***What do you need to do for the competition?***

Create a short video (2-minute maximum) or TikTok that would describe and attract people to your ideal restaurant, food truck, or cafe. Your idea can be any kind of creative food concept and should have a cohesive theme that is unique and original. Think of it as a "Shark Tank" pitch for your dream food or beverage business!

***What do you need to submit for the competition?***

You must submit the following:

1. A signed copy of the submission form (see below)
2. A short video or TikTok that includes the following information:
  - a. Name of the business
  - b. Description of the theme
  - c. Target audience for the business
  - d. Where your business would be located
  - e. One signature food or beverage item that would be served (be specific!)
    - i. Describe the item and ingredients as it would be listed on a menu
3. **If you are a community college/transfer student, please also include the following:**
  - a. A brief write up (no more than 1 page) describing the creative process for your concept pitch. Why did you choose the items above? What is your concept's inspiration?
  - b. An example can be found below (page 3)

***What criteria will be used to judge?***

Your food business concept will be judged on the following criteria:

1. Overall uniqueness of the theme
2. Creativity of the theme/design
3. Clarity of information provided
4. Use of theme for each aspect of your business

***Submission:***

1. Please send a video file or public URL link to [fcscompetitions@ilstu.edu](mailto:fcscompetitions@ilstu.edu) by **March 15, 2023**
2. Enter "Food & Beverage Management Competition" in the subject line
3. Complete and attach a signed copy of the Submission Form below to your email.
4. If you are a community college/transfer student, attach a copy (Word document or PDF) of your write up to the email. (Students in the high school category do not need to submit a write up.)

**Department of Family and Consumer Sciences**  
**Spring 2023 Competition Submission Form**

Name (First and Last) \_\_\_\_\_

Email \_\_\_\_\_ Phone Number \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

**Competition Category (circle one):**

High School Student

Community College/Transfer Student

**Name of your high school or transfer institution:**

\_\_\_\_\_

**Competition Program (circle one):**

Fashion Design Competition

Food and Beverage Management Video Competition

Human Development and Family Science Video Competition

*\*By signing this form, I grant Illinois State University permission to evaluate my project and use the contact information provided to notify me when submission materials have been received and scholarship recipients have been chosen.*

Signature \_\_\_\_\_

Parent Signature (if under 18 only) \_\_\_\_\_

**Write Up Example (required for community college/transfer student submissions only)**

Restaurant name: Ocean's Glass

I love concept restaurants, and I would like to own a restaurant below sea level on the South Atlantic Coast of the US. Our guests will be anyone looking for high-quality food and drink, uncompromising service, elegance, and a once-in-a-lifetime atmosphere under the sea.

The restaurant will have wide and tall glass for the best viewing of marine life. This way, guests who come to eat will have the opportunity to watch the ocean's beauty with their naked eyes. The light inside the restaurant will be adjusted according to the light situation outside, providing dim but sufficient light.

Different restaurants mean different experiences. Ocean's Glass will aim to take its guests on an unknown journey. We will prepare our meals with seasonal, fresh, and local products. The flavors in our menu, which will be mostly seafood, will have a creative and minimal appearance with their presentation as well as their contents. We will also offer a carefully designed beverage pairing to best support and enhance food taste.

The Atlantic Salmon will be our signature plate. On this plate, there will be premium sushi-grade Atlantic salmon served with pickled vegetables. Three pieces of fish will be served with three different sauces: a lime-tomato garlic sauce, a mango salsa, and an herb pesto.