

TASK LIST- GUIDELINE

MODULE 1. PERSONAL BRANDING AND MARKETING

Each team must prepare a Pop-up restaurant idea in advance.

They need to start to write a BUSINESS IDEA.

1. Start with – NAME → Name of the restaurant?
2. Names of the students?
3. Basic business idea?
4. How was the name of the company chosen and why?
5. What is the business idea of the “company”?
6. What kind of knowledge / competences does the “company” need in the future?
7. Open Badges (14)

Start to plan the advertisement poster!

NOTE! you can see the template in closed FB-page under **Popular topics in posts-Personal Branding and marketing**

Students need to choose which social media channel they will use for their pop-up marketing.

Blog: Personal branding and marketing



BUSINESS IDEA

- Start with the NAME → Name of the restaurant?
- Name of the students?
- Basic business idea?
- How was the name of the company chosen and why?
- What is the business idea of the company?
- What kind of knowledge / competences does the company need in the future?



MODULE 2. LOCAL FOOD, CREATING MENUS

Now you need to add to your plan

1. Menu (but remember to use the given menu template)
 - you can find this template in closed FB-page under **Popular topics in posts-Local food, creating menus**
 - NOTE! You need to use that template because there is the new MTU logo
 - Menu also goes to poster
2. Prices (max 2-3€)
 - add this info to your poster as well
3. Logo
 - add this to your poster and business plan as well
4. What was your Story Behind the Menu/The Story Behind the food?
 - add this info to your business plan
5. Open Badges (3)

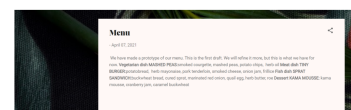
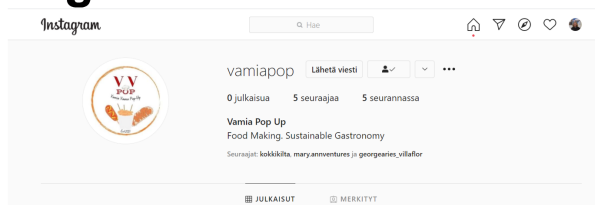


Blog: Local food, creating menus



Now you need to add to your plan

- Menu (but remember to use the given menu template)
- Prices
- Logo
- What was your **story behind the menu/the story behind the food?**
- Open Badges (3)



Open Badges for POP UP EVENT



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MODULE 3. SUSTAINABLE GASTRONOMY

Now you need to add to your plan

1. What elements of sustainable development appear in your menu/What is sustainability in menu planning and development?
 - add to menu, poster and business idea
2. Students can also add possible environmental indicators (e.g. carbon footprint, the water footprint, green gas emissions, the ecological footprint) to the document (poster) and to their blogs/portfolios.
3. If organic food has been used in the event's dishes, students need to add this information to the poster
4. Recycling, recovering and preventing food waste is part of the evaluation of the event. The students need to think about how they can use all the raw materials in their upcoming event's menu to avoid food waste
 - add to your business plan
5. Open Badges (6)

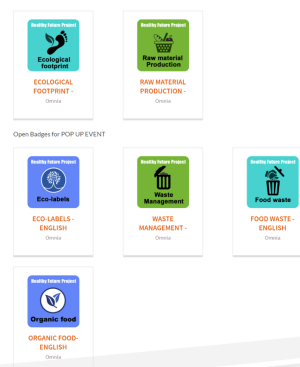


Blog: Sustainable gastronomy



Now you need to add to your plan

- What elements of sustainable development appear in your menu/What is sustainability in menu planning and development?
 - add to menu, poster and business idea
- Open Badges (6)



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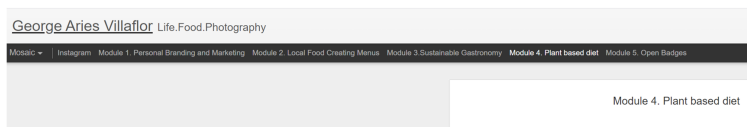
MODULE 4. PLANT BASED DIET

Now you need to add to your plan

1. Nutritional information of your menu.
2. Different vegetarian diets into your previously created menu and also include the information into your blog's/portfolio's
3. Convert one of the upcoming event's menu's dish to vegetarian dish or to vegan dish
4. Open Badges (3)



Blog: Plant based diet



Now you need to add to your plan

- Convert one of the upcoming event's menu's dish to vegetarian dish or to vegan dish
- Open Badges (3)



Open Badges for POP UP EVENT



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MODULE 5: TRADITIONAL AND PROFESSIONAL COOKING SKILLS WITH MODERN TECHNOLOGIES

Now you need to add to your plan

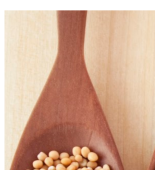
1. A component or element using various cooking methods for the upcoming event's menu by using seasonal ingredients.
2. A mise-en-place/ workplace for the upcoming event.
3. Open Badges (2)

Blog: Traditional and Professional cooking skills with modern technologies



Now you need to add to your plan

- A component or element using various cooking methods for the upcoming event's menu by using seasonal ingredients.
- A mise-en-place/ workplace for the upcoming event
- Open Badges (3)



Aileen Buenaventura

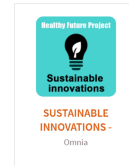
Gastronomy, Excursion, Excellence

Traditional and professional cooking skills with modern technologies

CC BY SA



Open Badges for POP UP EVENT



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