Cookie Wars Rubric

Company Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Head Chef\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Employees\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1 is lowest, 5 is highest

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| --- | --- | --- | --- | --- | --- |
| Originality | 1. Recipe is common | 2-common recipe with I change up | 3-common recipe with healthy changes | 4-different, less than half the class had ever had it | 5-very unique, no one in class had it before |
| Packaging | 1-Includes 2 0f the 8 items listed, - an attractive package that includes a graphic of the product, includes name of product, name, phone number and address of company, ingredients listed largest to smallest, price | 2- Includes 3 0f the 8 items listed, - an attractive package that includes a graphic of the product, includes name of product, name, phone number and address of company, ingredients listed largest to smallest, price | 3-Includes 4 0f the 8 items listed, - an attractive package that includes a graphic of the product, includes name of product, name, phone number and address of company, ingredients listed largest to smallest, price | 4-Includes 6 0f the 8 items listed, - in an attractive package that includes a graphic of the product, includes name of product, name, phone number and address of company, ingredients listed largest to smallest, price | 5- in an attractive package that includes a graphic of the product, includes name of product, name, phone number and address of company, ingredients listed largest to smallest, price |
| Appearance and taste | 1-cookies are not uniform **and** taste not so great | 2-cookies are not uniform **or** the taste is not so great | 3-taste is ok and most cookies are uniform | 4-taste is ok and cookies are uniform | 5- cookies are all similar in size, none broken and taste great |
| Presentation | 1- Includes 1 or 2 of the 7 items listed, all employees are clean in appearance, spokesperson is well groomed, has good eye contact, speaks clearly, has a good sales pitch, includes the cost of the cookies per cookie, and profit made per package | 2- Includes 3 of the 7 items listed, all employees are clean in appearance, spokesperson is well groomed, has good eye contact, speaks clearly, has a good sales pitch, includes the cost of the cookies per cookie, and profit made per package | 3- Includes 4 or 5 of the 7 items listed, all employees are clean in appearance, spokesperson is well groomed, has good eye contact, speaks clearly, has a good sales pitch, includes the cost of the cookies per cookie, and profit made per package | 4- Includes 6 of the 7 items listed, all employees are clean in appearance, spokesperson is well groomed, has good eye contact, speaks clearly, has a good sales pitch, includes the cost of the cookies per cookie, and profit made per package | 5-includes all 7-all employees are clean in appearance, spokesperson is well groomed, has good eye contact, speaks clearly, has a good sales pitch, includes the cost of the cookies per cookie, and profit made per package |
| Knowledge of product | 1-could knowledgably answer only 1 of the 5 questions the judge asked | 2- could knowledgably answer 2 of the 5 questions the judge asked | 3- could knowledgably answer 3 of the 5 questions the judge asked | 4-could knowledgably answer 4 of the 5 questions the judge asked | 5-could knowledgably answer all questions the judges asked |
| Total points |  |  |  |  |  |

Possible questions will include:

What ingredients were used in your product?

What substitutions could be made to make this product more healthy for the consumer?

What is your profit margin?

What are three nutrients this cookie will provide?

What factors were used by your group to decide on this recipe?

Why would I buy your product instead of your competitors?

What is the significance of your logo?

What things did you take into consideration when planning your packaging?

Is it possible to make the cookie with less cost, without affecting the taste and appearance?

**COOKIE WARS**

**FACSI PROJECT**

You will be assigned a group, remember the rules of teamwork and making the best of EVERY situation. G et along

R espect others

O n task behavior

U se quiet voices

P articpate

S tay in YOUR group

Each group will find or come up with a recipe for cookies to prepare and package for the class. You will be given 5 class periods to work on this project, presentations will begin on the sixth day.

Each group will come up with:

**Recipe**(a copy for each member and the teacher)

A unique **name** for their cookies

A **company name** and fake address and phone number for customer questions

A **logo** (ex. Nike has the Swoosh, Twitter has a bird, etc…)

**Packaging** for your product that should be attractive and include a graphic of the product, include name of product, as well as name, phone number and address of company, ingredients listed largest to smallest, and a price

**Presentation-see rubric** employees are clean in appearance, spokesperson is well groomed, has good eye contact, speaks clearly, has a good sales pitch, includes the cost of the cookies per cookie, and profit made per package

Each student needs to choose a chef from their group to the head chef. They will actually bake the cookies at home and bring to class for your group to package and present.