

**City of Madison**  
**FOOD VENDING REVIEW SCORE SHEET CRITERIA**

**APPARATUS (0 to 40 points) – Please consider the following:**

**DESIGN & VISUAL IMPACT (0 to 15 points):**

- Does the overall appearance of the cart or tent suggest quality?
- Does it attract you as a potential customer?
- Is it obvious that careful thought and planning went into its design on all four sides?
- Is there a good use of color, texture, and materials?
- Are there creative uses of two- or three-dimensional accents?
- Some materials maybe intentionally distressed, does the cart convey or relate thematically?

**GRAPHICS & SIGNAGE (0 to 10 points):**

- It should be neatly printed and legible for a short distance from the cart.
- Are prices clearly displayed?
- It should be clear what dishes or drinks are available for sale that day.
- Main dishes whose names do not suggest the ingredients should be accompanied by brief descriptions.

**CLEANLINESS and MAINTENANCE (0 to 15 points):**

*Tents do not have floors and the vendor should not be held responsible for the existing appearance and condition of the pavement.*

- Do you see an overall exterior cleanliness?
- Does the interior look clean and well organized as seen by a customer standing in line?
- Do they have a 10 gallon or larger garbage can accessible?
- Does anything look like it needs to be repaired or replaced? Are painted, wood-stained, or canvas-covered surfaces in good condition?
- Do all components appear to be securely attached?

**FOOD (0 to 40 points) – Please consider the following:**

**FLAVOR (0 to 20 points):**

- Does it taste fresh?
- Did you like the food?
- Do seasonings, sauces or condiments add something special?
- Would you come back for this type of food or beverage in the future?

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**FOOD (0 to 40 points) Continued – Please consider the following:**

**MENU (0 to 10 points):**

- A menu may express a theme that is cultural, ethnic, regional, or philosophical. Are side dishes related to the overall theme?
- If a vendor has a single focus, such as juices, coffees, or baked goods, consider their level of success within their specialty.

**PRESENTATION (0 to 10 points):**

- Are the serving containers appropriate and adequate for the food served?
- Can the food or drink be carried away from the cart without dripping or spilling?
- Are you given the impression that the vendor cares about the visual impression created by food, drink, and services?
- Are elements such as the counter area, flatware, napkins and condiment containers available and easily accessible?

**ORIGINALITY & CREATIVITY (0 to 10 points):**

- Is there something unique or creative about this vendor's menu?

**TOTAL EXPERIENCE (0 to 10 points):**

- How was the customer service?
- Was the wait time reasonable?