



Thoughts on judging:

All judges must know

1. food carts are restaurants
2. food carts jump through the same hoops as restaurants
3. food carts need the same license as restaurants
4. food carts have the same health inspectors as restaurants
5. food carts and restaurants compete for the same customers
6. food carts and restaurants both want the same thing.
The best location, location, location.
7. In the food cart business the best score means the best location.

I think carts should be judged the way people judge restaurants.

1. the food
2. the service
3. the atmosphere

Who should judge:

1. At least half the judges should be in the restaurants business. Owners, chefs, cooks, or cooking teachers.
2. The other judges should be creatives at design firms and or advertising agencies. (These people know and create great ideas every day of their lives.)
They know good and great ideas.

Time line for judging:

1. At least one month.

What's expected:

1. each judge should order and eat near the cart, immediately.
2. each judge should observe the workers or owners and ask questions.
3. each judge should inspect the cart. Front, back, both sides and inside.
4. each judge should spend at least 10 minutes at each cart.
5. each judge should judge the total experience.
6. each judge should know their score can and will effect peoples lives.