OHIO Smarter Lunchrooms
Taste Test Event Evaluation Form

Date of Event: ___________

Name of Sample:

# of Samples Given:

Promotional Activities: Generate interest in the event – examples include promotional signs in the school lobby/cafeteria, morning announcements, advertise on the printed menu, or choose a set day of the month/week.

Promotional Activity #1:

Promotional Activity #2:

Appeal: Strategies to emphasize the look of the sample item – examples include using fresh items, color contrast, serving container and name of sample.

Location of Sample Station:

Appeal Strategy #1:

Appeal Strategy #2:

Feedback: List the type of method used to collect feedback – examples include using comment cards, voting, or circulate and collect oral feedback.

Method Used:

# of Positive Votes:

# of Neutral Votes:

# of Negative Votes:

Student Comments of Interest:

Reinforcement: Positively reinforce participation – examples include verbal praise and recognition, stickers, or other rewards/prizes.

Method Used:

Date item will appear on the menu: _____________

For more information on Taste Test Events,
Go to www.OHIOsmarterlunchrooms.com
Event Resources

- Attach samples of flyers/signage
- Attach 3 to 5 good photos taken during the event

List of purchased materials:

Summary of Event:

For questions or assistance in completing this evaluation form, please contact:

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