

PF CHANG'S

DINE-IN VISIT

INSTRUCTIONS

QUESTIONNAIRE

You and one adult guest will visit the assigned PF Chang's location as a walk-in guest (no reservation). You will be assigned either a lunch or dinner timeframe. You will wait for a table to be available in the dining room. You will evaluate the location, staff service, and food and beverages. Photos of your food and beverages are required.

Before You Begin

- Review your shop confirmation
- Know your scenario
- Know your assigned location and timeframe
- Review ordering requirements
- Review photo & receipt requirements

Don't Forget!

- Complete shop in assigned timeframe
- Sit at a table in the dining area (not bar)
- Follow all ordering requirements
- Ask the server a knowledge question
- Take photos prior to consumption



General Requirements

- **Submission Deadline: 12:00 PM EST the day following your scheduled shop date.** The deadline is noted in eastern standard time. If your completed survey is not submitted to shopperhub.cxgroup.com by the deadline, it will be automatically cancelled.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- Get an itemized receipt to upload with your report. Ask for the itemized receipt if you are not offered one, or if you pay with a card and the server doesn't return the itemized receipt with the sign slip.
- Take a selfie photo for shop validation (this is part of your "receipt").
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors the survey is designed to evaluate.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for PF Chang's.
- Children are not allowed to accompany you on this shop.
- If you choose to order alcohol, limit to 1 alcoholic drink per person.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.



Shop Instructions

Step #1: Evaluate the location appearance and host interaction.

- Evaluate cleanliness of the restaurant exterior, entryway, dining area floors and tables, and restroom.
 - Do not penalize for minor litter, debris, or crumbs.
- Note how busy it is when you arrive and when you leave.
- Note how long it takes for you to be greeted (length of time from when you enter to being greeted by any associate), and how long you waited for a table to be available (total time waiting from making reservation as a walk-in to when the table becomes available for you and your guest).
- Evaluate the host/hostess appearance, welcoming greeting, communication of any wait time, etc.

Step #2: Evaluate server interaction, ordering experience, food delivery.

- Evaluate the server appearance, greet timing, knowledge, offer of “Personal Favorites”, etc.
 - When placing your order do not immediately say you want an appetizer or beverages, to give the associate an opportunity to upsell. If they do not upsell, then state you would like to add beverages (required) and an appetizer (required) and/or dessert (optional).
- Ask an open-ended knowledge question about the menu items, seasonings, preparation, etc., and evaluate the counter staff associate’s response. For example:
 - What are the most popular chicken dishes?
 - What comes on the [menu item]?
 - What is [unfamiliar ingredient]?
- Evaluate the overall service experience and engagement with your table during the meal (from any team member).
 - Did they deliver the food by course?
 - Did they check in on you and your guest? Did they offer refills of beverages?
 - Was the order correct when you received it?
 - Clear your dishes as appropriate.
 - Handle any issues appropriate (if applicable).
- If the server who primarily assists you is wearing a name tag, remember their name. If not and they do not introduce themselves, remember their physical description.
- Evaluate speed of service, order correctness, freshness and taste, and value of items ordered.
- Remember to take photos of your food and beverages prior to consumption.

Step #3: Manager on duty. Evaluate table check-ins and overall experience.

- Note if you see a manager on the floor (managers wear a blazer/dress jacket vs. a t-shirt).
- Evaluate your overall impressions, including your likelihood to return or recommend and anything that stood out as positive or negative. Do not mark down for factors outside the staff’s control.



Ordering Requirements

Evaluate speed of service, presentation, freshness and taste, temperature, and value of items ordered.

- **2 Beverages:**
 - Order two beverages other than water.
 - If you order alcohol, evaluate how long it takes to receive your drink. Also note if you are asked for ID (you must provide valid ID if asked). Do not exceed more than one alcoholic drink per guest.
- **Appetizers:**
 - Order an appetizer and evaluate how long it takes to receive it.
- **2 Different Entrées:**
 - Order two different entrées and evaluate how long it takes to receive them.
 - Entrées ordered must be significantly different. For example, ordering two different versions of fried rice does not satisfy this requirement.
- **Dessert** is optional. If you order a dessert, evaluate how long it takes to receive it.



Photo Requirements

LOCATION EXTERIOR:

- Take at least one (1) photo of the location storefront/exterior.
- This should be a zoomed out photo showing the full storefront and exterior signage. If there are location identifiers present (address on front door, etc.), include in the photo.

INTERIOR LIGHTING:

- Discreetly take one (1) photo of the interior of the restaurant specifically showing the lighting inside.

FOOD & BEVERAGE:

- **Take photos prior to consumption—before taking a sip of your drinks or a bite of any food!** This is extremely important to ensure your shop is valid.
- Five to six (5-6) total photos of your meal are required:
 - Each beverage (2)
 - Appetizer (1)
 - Each entrée (2)
 - Dessert (1 – if ordered, you must provide a photo)
- Check your photos before drinking/eating to ensure they are clear and not blurry. Poor quality photos will NOT be accepted.

LOCATION EXTERIOR SELFIE:

- After your visit, discreetly take one (1) selfie-style photo in front of the location exterior.
- This photo **MUST** show **YOU** in the picture (selfie-style).
- The location/building with identifying exterior signage must be visible in the background.
- Note that this photo is different from the regular location exterior photo that you will upload in your survey.
- You should **NOT** be in the regular location exterior photo that you upload in your survey, but you **MUST** be in the selfie photo that you upload in the Shop Validation section—these are two different pictures.

ITEMIZED RECEIPT:

- Ask for an itemized receipt if the server does not give you one.
- Write the shop number on your receipt, in blue or black ink, and upload a **PHOTO** of that receipt. A scanned image/PDF will **NOT** be accepted. You must **handwrite** the shop number in ink.
- Check your receipt photo prior to upload to ensure the image is large enough and the receipt text is readable.

Shops that do not include the required photos/documentation as outlined above will be rejected without payment.

 **QUESTIONNAIRE**

Shop date:

Start time:

End time:

Location Appearance

1. Do you have a photo of the restaurant exterior?

Select Yes and upload your photo of the restaurant exterior.

Yes

No

2. Restaurant exterior (parking lot, walkways, landscaping, etc.)

Free of litter and debris and well-maintained (10 points)

Minor litter or debris visible - not completely maintained (5 points)

Substantial litter or debris visible - not well-maintained (0 points)

3. Restaurant signage (visible / lit)

Select N/A if you visited during the day/daylight.

Restaurant signage is lit and easily visible from afar (10 points)

At least 1 restaurant signage bulb is not lit or is burnt out (5 points)

All restaurant signage is not lit OR is difficult to see (0 points)

N/A - Light out during visit

4. Restaurant entrance/exit/entryway

Glass on doors and windows clean and smudge-free AND entry area is completely free of litter and debris (10 points)

Glass on windows and doors has minor streaks or smudges OR entry area contains minor litter or debris (5 points)

Glass on windows and doors has substantial streaks or smudges OR entry area contains substantial litter or debris (0 points)

5. Please indicate how full / empty the restaurant was when you arrived:

Extremely busy

Somewhat busy

Not busy

6. Please indicate how full / empty the restaurant was when you departed:

Extremely busy

Somewhat busy

Not busy

7. Dining area floors

Do not penalize for minor litter, debris, or crumbs.

Free of litter and crumbs and well-maintained (10 points)

Minor litter, debris, food crumbs - not completely maintained (5 points)

Substantial litter, debris or crumbs visible - not well-maintained (0 points)

8. Table appearance

- Chairs and tables are comfortable, clean and in good repair (not wobbly) (10 points)
- Chairs and tables are comfortable and clean but in need of minor repair / attention (5 points)
- Most tables and chairs appear to be dirty or in poor condition (0 points)

9. Menu cleanliness/presentation

- Menu material(s) are in good condition, pleasing to the eye and clean (10 points)
- Menu material(s) are pleasing to the eye but have minor rips/tears/spills (5 points)
- Many of the menus are not clean and in poor condition (0 points)

10. Lighting

- Lighting is right for the situation (able to see the menus clearly, not too dark) (10 points)
- Lighting is NOT comfortable (e.g., too dark or too bright) (0 points)

11. Do you have a photo of the interior lighting?

Select Yes and upload your photo of the interior lighting.

- Yes
- No

12. Restroom

- Restroom clean and well-maintained (10 points)
- Restroom is somewhat clean but in need of minor attention (5 points)
- Restroom needs immediate attention and is dirty (0 points)

13. Stocked

- Adequate supplies in the restroom you visited (10 points)
- Supplies need to be re-stocked for guests (0 points)

14. Which restroom did you visit?

- Men's
- Women's

15. Location Appearance Supporting Narrative:

Explain the responses you selected for the Location Appearance questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.

Host/Hostess**16. Indicate the name of the Host/Hostess:****17. Indicate the approximate age of the Host/Hostess:**

- | | |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> 20 or less | <input type="checkbox"/> 41 - 45 |
| <input type="checkbox"/> 21 - 25 | <input type="checkbox"/> 46 - 50 |
| <input type="checkbox"/> 26 - 30 | <input type="checkbox"/> 51 - 55 |
| <input type="checkbox"/> 31 - 35 | <input type="checkbox"/> 56 or older |
| <input type="checkbox"/> 36 - 40 | |

18. Indicate the gender of the Host/Hostess:

- Male
- Female
- Prefer not to answer

19. Was the host/hostess wearing glasses?

- Yes
 No

20. Indicate the hair color of the host/hostess:

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Auburn/Red | <input type="checkbox"/> Brown |
| <input type="checkbox"/> Green/Blue/Purple | <input type="checkbox"/> Dark Brown |
| <input type="checkbox"/> Black | <input type="checkbox"/> Gray/White |
| <input type="checkbox"/> Blonde | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Light Brown | |

21. Indicate the hair length of the Host/Hostess:

- Short
 Ear Length
 Shoulder/Collar
 Mid-Back
 Long
 Pulled Back/Up
 Shaved/Bald

22. Indicate the approximate height of the Host/Hostess:

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 5' or less | <input type="checkbox"/> 5'10" |
| <input type="checkbox"/> 5'1" | <input type="checkbox"/> 5'11" |
| <input type="checkbox"/> 5'2" - 5'3" | <input type="checkbox"/> 6' - 6'1" |
| <input type="checkbox"/> 5'4" - 5'5" | <input type="checkbox"/> 6'2" - 6'3" |
| <input type="checkbox"/> 5'6" - 5'7" | <input type="checkbox"/> 6'4" plus |
| <input type="checkbox"/> 5'8" - 5'9" | |

23. Indicate the apparent race of the Host/Hostess:

- | | |
|---|---|
| <input type="checkbox"/> African-American | <input type="checkbox"/> Middle Eastern or Arab |
| <input type="checkbox"/> Caucasian | <input type="checkbox"/> Native-American |
| <input type="checkbox"/> East Asian | <input type="checkbox"/> Other |
| <input type="checkbox"/> South Asian | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> Hispanic | |

24. Host/Hostess appearance

- In full uniform (i.e. tucked in shirt, clean pants, etc.) (10 points)
 Appearance in need of minor attention in one or more areas (5 points)
 Appears unprofessional and/or poorly groomed (0 points)

25. Greet time (Host/Hostess must initiate greet / catch you immediately as you enter)

- 0-10 sec (10 points)
 11-60 sec (5 points)
 60+ sec (0 points)

26. Manages the wait

- Handles waiting guests with poise, respect, control (10 points)
 Wait process seems disorganized, not controlled (0 points)
 N/A - Not on a wait

27. If on a wait, actual wait time is within 10 minutes of quoted wait time (or less than quoted wait time)

- Yes (10 points)
- No (0 points)
- N/A - Not on a wait

28. If on a wait, indicate the quoted wait time:

Enter response in MM:SS format

29. If on a wait, indicate how long you actually waited:

Enter response in MM:SS format

30. Demonstrates problem solving skills - Host/Hostess

- If there is a problem, host/hostess takes the initiative to try to resolve the problem to the Guests' satisfaction or find someone who could (10 points)
- Host/Hostess did not attempt to resolve the problem or find someone who could (0 points)
- N/A - No problem observed

31. Host/Hostess initiates a friendly greet

- Initiates a friendly verbal acknowledgement AND offers to assist you (10 points)
- Initiates a friendly verbal acknowledgement OR offers to assist you (5 points)
- Does NOT initiate an acknowledgement OR offer to assist you OR acknowledgement is not friendly (0 points)

32. Host/Hostess displays a positive, caring, upbeat attitude

- Enthusiastic and energetic / uses tone of voice, volume, inflection, gestures to convey positive energy and sincere concern about your experience (10 points)
- Pleasant, polite, reserved, professional / minimal gestures and positive, steady tone (5 points)
- Appears to be going through the motions / disinterested (0 points)

33. Host/Hostess smiles and makes eye contact

- Uses every opportunity to smile and make eye contact, as appropriate (10 points)
- Smiles and makes eye contact but there is opportunity for more (5 points)
- Does not smile and/or avoids eye contact (0 points)

34. When your table is ready, Host/Hostess calls you by party name (e.g. "Smith party, follow me right this way")

- Yes (10 points)
- No (0 points)
- N/A - Table was ready immediately

35. Escorts at a comfortable pace while engaging in casual conversation (e.g. "What brings you in today?" "Have you visited our restaurant before?")

- Escorts you to your table at a comfortable pace while engaging in casual conversation (10 points)
- Escorts you to your table but pace is slightly uncomfortable or there is little conversation (5 points)
- Does not escort you to your table OR there is no conversation at all (0 points)

36. After seating, the Host/Hostess checks for satisfaction/extends parting remark

- Checks for satisfaction upon seating AND extends a positive parting remark (e.g. "Enjoy your meal!" or "Your server will be with you in just a moment") after seating you (10 points)
- Checks for satisfaction upon seating OR extends a positive parting remark (e.g. "Enjoy your meal!" or "Your server will be with you in just a moment") after seating you (5 points)
- Does NOT check for satisfaction with table / booth upon seating AND does NOT extend a positive parting remark after seating you (0 points)

37. When departing the restaurant the Host/Hostess extends a cheerful final greet with an invite to come back and/or mention of upcoming promotions/specials

- Yes (10 points)
 No (0 points)
 N/A - No one present to extend final greet

38. Host/Hostess Supporting Narrative:

Explain the responses you selected for the Host/Hostess questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.

Server Interaction**39. Indicate the name of the Server:****40. Indicate the approximate age of the Server:**

- | | |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> 20 or less | <input type="checkbox"/> 41 - 45 |
| <input type="checkbox"/> 21 - 25 | <input type="checkbox"/> 46 - 50 |
| <input type="checkbox"/> 26 - 30 | <input type="checkbox"/> 51 - 55 |
| <input type="checkbox"/> 31 - 35 | <input type="checkbox"/> 56 or older |
| <input type="checkbox"/> 36 - 40 | |

41. Indicate the gender of the Server:

- Male
 Female
 Prefer not to answer

42. Was the Server wearing glasses?

- Yes
 No

43. Indicate the hair color of the Server:

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Auburn/Red | <input type="checkbox"/> Brown |
| <input type="checkbox"/> Green/Blue/Purple | <input type="checkbox"/> Dark Brown |
| <input type="checkbox"/> Black | <input type="checkbox"/> Gray/White |
| <input type="checkbox"/> Blonde | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Light Brown | |

44. Indicate the hair length of the Server:

- Short
 Ear Length
 Shoulder/Collar
 Mid-Back
 Long
 Pulled Back/Up
 Shaved/Bald

45. Indicate the approximate height of the Server:

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 5' or less | <input type="checkbox"/> 5'10" |
| <input type="checkbox"/> 5'1" | <input type="checkbox"/> 5'11" |
| <input type="checkbox"/> 5'2" - 5'3" | <input type="checkbox"/> 6' - 6'1" |
| <input type="checkbox"/> 5'4" - 5'5" | <input type="checkbox"/> 6'2" - 6'3" |
| <input type="checkbox"/> 5'6" - 5'7" | <input type="checkbox"/> 6'4" plus |
| <input type="checkbox"/> 5'8" - 5'9" | |

46. Indicate the apparent race of the Server:

- | | |
|---|---|
| <input type="checkbox"/> African-American | <input type="checkbox"/> Middle Eastern or Arab |
| <input type="checkbox"/> Caucasian | <input type="checkbox"/> Native-American |
| <input type="checkbox"/> East Asian | <input type="checkbox"/> Other |
| <input type="checkbox"/> South Asian | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> Hispanic | |

47. Server appearance

- In full uniform (i.e. tucked in shirt, clean pants, etc.) (10 points)
- Appearance in need of minor attention in one or more areas (5 points)
- Appears unprofessional and/or poorly groomed (0 points)

48. Server greet time

- 0-2 minutes (10 points)
- 2:01-3 minutes (5 points)
- More than 3 minutes (0 points)

49. If more than 3 minutes, how long was it before you were greeted:

Enter response in MM:SS format.

50. Server initiates a genuine, engaging greet

- Greet includes their name with genuine engagement that feels personalized to your party (10 points)
- Greet includes their name but introduction does not feel genuine and does not engage your party (5 points)
- Greet does not include their name and introduction sounds robotic or scripted (0 points)

51. Server displays a genuine and sincere personality and positive attitude

- Genuine, sincere and energetic / uses tone of voice, volume, inflection, gestures to convey positive energy (10 points)
- Pleasant, polite, reserved, professional / minimal gestures and positive, steady tone (5 points)
- Appears to be going through the motions / disinterested (0 points)

52. Server smiles and makes eye contact

- Uses every opportunity to smile and make eye contact, as appropriate (10 points)
- Smiles and makes eye contact but there is opportunity for more (5 points)
- Does not smile and/or avoids eye contact (0 points)

53. Demonstrates problem solving skills - Server

- If there is a problem, server takes the initiative to try to resolve the problem to the guests' satisfaction or find someone who could (10 points)
- Server did not attempt to resolve the problem or find someone who could (0 points)
- N/A - No problem observed

54. Server provides undivided attention

- Consistently checks back with you throughout your meal (refills beverages, removes soiled dishes, etc.) (10 points)
- Checks back with you during your meal, BUT there is room for more (5 points)
- Does not check back with you throughout your meal or anticipate your needs (beverage refills, removal of soiled dishes, etc.) (0 points)

55. Server determines needs

- Asks you if you have any questions about the menu AND informs you of specials (10 points)
- Asks you if you have any questions about the menu OR informs you of specials (5 points)
- Does NOT ask if you have questions about the menu and does NOT inform you of specials (0 points)

56. If yes, please indicate what was mentioned about the menu or specials:

You must enter between 2 and 500 characters.

57. Server demonstrates knowledge

- Thoroughly answers your questions AND provides additional information to promote concept/food (10 points)
- Thoroughly answers your questions but does NOT provide additional information beyond what you requested to promote concept / food / atmosphere (5 points)
- Is unable to answer your questions AND DOES NOT provide any additional information beyond what you requested (0 points)

58. Indicate question asked:**59. Indicate response:****60. Suggests bottled water service (e.g. Fiji, San Pellegrino)**

- Yes (10 points)
- No (0 points)

61. Offers a "personal favorite" or gives you a tour of the menu if you indicate indecisiveness

- Yes (10 points)
- No (0 points)
- N/A - Did not indicate indecisiveness

62. Suggests a specific appetizer

- Suggests a specific appetizer AND describes the appetizer in an appealing manner (10 points)
- Suggests an appetizer, but NOT a specific one and does NOT describe the appetizer (5 points)
- Does NOT suggest an appetizer (0 points)

63. Offers recommendations/upsells meal items

- Makes recommendations/upsells AND describes items in an appetizing manner (10 points)
- Makes recommendations/upsells but does NOT describe items (5 points)
- Does not make a recommendation or upsell any item and does NOT describe items (0 points)

64. Specific offers and/or suggestions made during your experience were tailored to your visit and sounded personable, sincere, and genuine

- Yes (10 points)
- No (0 points)

65. Food delivery

- The person who delivers your food presents it with a fun and energetic attitude, explains dish, AND checks to be sure you have everything you ordered (10 points)
- The person who delivers your food presents it with a fun and energetic attitude, explains dish, OR checks to be sure you have everything you ordered (5 points)
- The person who delivers your food does NOT present it with a fun and energetic attitude, explain the dish, AND does NOT check to be sure you have everything you ordered (0 points)

66. Was food from each course delivered at the same time?

- Yes (10 points)
- No (0 points)

67. Food order is correct and complete

- Yes (10 points)
- No (0 points)

68. Checks for satisfaction

- Server checks back within 2 minutes of food delivery AND ensures you have everything you need (10 points)
- Server checks back within 2 minutes of food delivery (5 points)
- Server does NOT check back within 2 minutes of food delivery (0 points)

69. Server maintains the table throughout your dining experience (e.g., trash / crumbs)

- Yes (10 points)
- No (0 points)

70. Server offers additional beverages when glass is 3/4 empty

- Yes (10 points)
- No (0 points)

71. Asks if plates can be cleared before removing

- Yes (10 points)
- No (0 points)

72. Check delivery

- Check presenter delivers check at appropriate time to meet your needs (does not rush you) (10 points)
- Check is NOT delivered at appropriate time to meet your needs (you felt rushed or took too long) OR check is not delivered by check presenter (0 points)

73. You are thanked by name if you pay the bill with a credit card

- Yes (10 points)
- No (0 points)
- N/A - Did not pay with a credit card

74. Server expresses appreciation

- Sincerely thanks you AND offers a positive closing remark or invitation to return ('Thank you, it has been my pleasure! Please come back soon.') (10 points)
- Sincerely thanks you OR offers a positive closing remark or invitation to return (5 points)
- Does NOT thank or thank is insincere and does NOT offer a positive closing remark or invitation to return (0 points)

75. Did the Server you interacted with make your experience feel unique based on establishing a genuine connection and engaging with you during your visit?

- Yes (10 points)
 No (0 points)

76. Server Supporting Narrative:

Explain the responses you selected above for the Server questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.

Service Speed

77. Minutes from beverage order to beverage delivery

Refers to delivery timing of beverage.

- 0-3 minutes (10 points)
 3:01-4 minutes (5 points)
 4+ minutes (0 points)

78. Minutes from appetizer order to appetizer delivery

Refers to delivery timing of appetizer.

- 0-12 minutes (10 points)
 12:01-15 minutes (5 points)
 15+ minutes (0 points)

79. Minutes from entrée order to entrée delivery is appropriate to your needs (if you ordered an appetizer, timing should begin once appetizer is delivered)

- Exceeds (10 points)
 Meets (5 points)
 Did not meet (0 points)

80. Minutes from entrée delivery to server check back

- 0-2 minutes (10 points)
 2+ minutes (0 points)

81. Minutes soiled dishes sat in front of you before being cleared

- 0-2 minutes (10 points)
 2:01-3 minutes (5 points)
 3+ minutes (0 points)

82. Minutes from meal completion to check delivery

- 0-2 minutes (10 points)
 2:01-3 minutes (5 points)
 3+ minutes (0 points)

83. Minutes from payment set down by you to server pick-up of payment

- 0-2 minutes (10 points)
 2:01-3 minutes (5 points)
 3+ minutes (0 points)

84. Average time before vacated tables are bussed in the dining room

- 0-3 minutes (10 points)
 3:01-4 minutes (5 points)
 4+ minutes (0 points)

85. Service Speed Supporting Narrative:

Explain the responses you selected above for the Service Speed questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.

Food Quality**86. Beverage(s) Ordered:****87. Beverage(s) prepared accurately / as ordered**

Yes (10 points)

No (0 points)

88. Taste and quality of the beverage(s), makes this an enjoyable choice

Refers to taste and quality of beverage.

Yes (10 points)

No (0 points)

89. Beverage value - You felt you received an excellent value for the price

Refers to value of beverage.

Yes (10 points)

No (0 points)

90. If a generic cocktail (e.g. vodka martini, rum and coke, etc.) was ordered, were you asked if you preferred a specific liquor?

Yes (10 points)

No (0 points)

N/A - Did not order a generic cocktail drink

91. If bottle of wine was ordered, was the server competent in pouring wine for taste and service?

Yes (10 points)

No (0 points)

N/A - Did not order a bottle of wine

92. Do you have photos of your beverage(s)?

Select Yes and upload at least one photo showing EACH beverage ordered prior to consumption (before taking a sip).

Yes

No

93. Beverage(s) Supporting Narrative:

Explain the responses you selected above for the Beverage(s) questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.

94. Appetizer ordered:**95. Appetizer - The plating and presentation is distinctive, eye catching and stimulates your appetite**

Yes (10 points)

No (0 points)

96. Appetizer taste - Food looks and tastes exceptionally fresh, made with the highest quality ingredients and well seasoned

Yes (10 points)

No (0 points)

97. Appetizer texture - The texture enhances your enjoyment of this selection Yes (10 points) No (0 points)**98. Appetizer temperature - Hot items hot/cold items cold** Yes (10 points) No (0 points)**99. Appetizer portions - Portion sizes / quantity served is generous** Yes (10 points) No (0 points)**100. Appetizer value - You felt you received an excellent value for the price** Yes (10 points) No (0 points)**101. Do you have a photo of your appetizer?**

If applicable, select Yes and upload photos of your appetizer prior to consumption.

 Yes No**102. Appetizer Supporting Narrative:**

Explain the responses you selected above for the Appetizer questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.

103. 1st Entrée ordered:**104. 1st Entrée presentation - The plating and presentation is distinctive, eye catching and stimulates your appetite** Yes (10 points) No (0 points)**105. 1st Entrée taste - Food looks and tastes exceptionally fresh, made with the highest quality ingredients and well seasoned** Yes (10 points) No (0 points)**106. 1st Entrée texture - The texture enhances your enjoyment of this selection** Yes (10 points) No (0 points)**107. 1st Entrée temperature - Hot items hot/cold items cold** Yes (10 points) No (0 points)**108. 1st Entrée accompanying items are of excellent quality** Yes (10 points) No (0 points)**109. 1st Entrée portions - Portion sizes / quantity served is generous** Yes (10 points) No (0 points)

110.1st Entrée value - You felt you received an excellent value for the price Yes (10 points) No (0 points)**111.Do you have photos of your 1st entree?**

Select Yes and upload photos of your 1st entree prior to consumption.

 Yes No**112.1st Entrée Supporting Narrative:**

Explain the responses you selected above for the 1st Entrée questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.

113.2nd Entrée Ordered:**114.2nd Entrée presentation - The plating and presentation is distinctive, eye catching and stimulates your appetite** Yes (10 points) No (0 points)**115.2nd Entrée taste - Food looks and tastes exceptionally fresh, made with the highest quality ingredients and well seasoned** Yes (10 points) No (0 points)**116.2nd Entrée texture - The texture enhances your enjoyment of this selection** Yes (10 points) No (0 points)**117.2nd Entrée temperature - Hot items hot/cold items cold** Yes (10 points) No (0 points)**118.2nd Entrée accompanying items are of excellent quality** Yes (10 points) No (0 points)**119.2nd Entrée portions - Portion sizes / quantity served is generous** Yes (10 points) No (0 points)**120.2nd Entrée value - You felt you received an excellent value for the price** Yes (10 points) No (0 points)**121.Do you have photos of your 2nd entree?**

Select Yes and upload photos of your 2nd entree prior to consumption.

 Yes No

122.2nd Entrée Supporting Narrative:

Explain the responses you selected above for the 2nd Entrée questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.

123.Did you order a dessert?

Yes

No

124.Dessert Ordered:**125.Dessert - The plating and presentation is distinctive, eye catching and stimulates your appetite**

Yes (10 points)

No (0 points)

N/A - did not order dessert

126.Dessert taste - Food looks and tastes exceptionally fresh, made with the highest quality ingredients and well seasoned

Yes (10 points)

No (0 points)

N/A - did not order dessert

127.Dessert texture - The texture enhances your enjoyment of this selection

Yes (10 points)

No (0 points)

N/A - did not order dessert

128.Dessert temperature - Hot items hot/cold items cold

Yes (10 points)

No (0 points)

N/A - did not order dessert

129.Dessert portions - Portion sizes / quantity served is generous

Yes (10 points)

No (0 points)

N/A - did not order dessert

130.Dessert value - You felt you received an excellent value for the price

Yes (10 points)

No (0 points)

N/A - did not order dessert

131.Do you have photos of your dessert?

If applicable, select Yes and upload photos of your dessert prior to consumption.

Yes

No (0 points)

N/A - did not order dessert

132.Dessert Supporting Narrative:

Explain the responses you selected above for the Dessert questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.

Overall Impression

133. How would you rate your overall experience at this restaurant?

- | | |
|----------------------------|-----------------------------|
| <input type="checkbox"/> 0 | <input type="checkbox"/> 6 |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 7 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 |
| <input type="checkbox"/> 5 | |

134. Based on your experience, how likely are you to RETURN to this restaurant?

- | | |
|----------------------------|-----------------------------|
| <input type="checkbox"/> 0 | <input type="checkbox"/> 6 |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 7 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 |
| <input type="checkbox"/> 5 | |

135. Based on your experience, how likely would you be to RECOMMEND this restaurant to others?

- | | |
|----------------------------|-----------------------------|
| <input type="checkbox"/> 0 | <input type="checkbox"/> 6 |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 7 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 |
| <input type="checkbox"/> 5 | |

136. Based on this ONE experience, how do you feel this establishment compares to its competition?

- Much Better
- Somewhat Better
- Same
- Somewhat Worse
- Much Worse

137. Please indicate whom you consider to be this location's competition:

138. Indicate any area of opportunity that will allow this location to better serve you

You must enter between 30 and 1000 characters.

139. Indicate anything that you experienced that made the experience abnormally unique and/or staff went above and beyond

You must enter between 30 and 1000 characters.

140. Overall Impression Supporting Narrative:

Explain the responses you selected for the Overall Impression questions. Be sure to explain ALL responses of less than full point value. Do not score down for factors outside the staff's control. You must enter between 75 and 2000 characters.

Shop Validation

141. Do you have a receipt?

Select Yes and upload a photo of your itemized receipt.

- Yes
- No

142.If you do not have a receipt, explain why:

Enter N/A if you uploaded your receipt.

143.Did you take a location exterior selfie photo?

Select Yes and upload your location exterior selfie.

Yes

No

144.If you do not have a location exterior selfie photo, explain why:

Enter N/A if you uploaded your selfie.

END OF QUESTIONNAIRE