



## Top 100 Chinese Restaurants General Performance Evaluation

Location #: **304817357**      Location Name: **CHINA TASTE**      Address: **10232B Jefferson Hwy New Orleans LA 70123-1861**      Telephone: **504-739-7988**  
 Restaurant Type: **Takeout**  
 Traffic: **Light**      Day Part: **5 PM - 9 PM**      Date of Visit: **09/25/2010**      Hours of Operation: **Mon. – Thurs. 10:30 AM – 10:00 PM; Fri. – Sat. 10:30 AM – 10:30 PM; Sun. 11:30 AM – 10:00 PM**  
 Month: **10. October**      Quarter: **4**      Year: **2010**

**Décor & Atmosphere Total:**

**Cleanliness & Sanitation Total: 100.00%**

**Service Total: 100.00%**

**Food Total: 100.00%**

**Bottom Line: 100.00%**

**Server/Order Taker's Name: Andrea**

Exp: **Casual**  
Rec: **10**



**OVERALL EXCELLENCE  
TOTAL:**

**100.00% (102 of 102)**

**GENERAL OBSERVATION  
TOTAL POINTS: 5/10**

**SCORING CRITERIA**

10-1: 10-9 = Excellent, 8-7 = Above Average, 6-5 = Average, 4-3 = Below Average, 2-1 = Poor

4-1: 4 = Excellent, 3 = Good, 2 = Fair, 1 = Poor

N/A = Both the actual and the possible points are discarded, so as not to adversely affect the total score.

**RP**

1. Choose the term that best describes the area in which this restaurant is located: Metropolitan Suburban
2. Choose the term that best describes the type of restaurant: General full-service
3. What is the seating capacity of this restaurant? 25-30
4. What cuisine types are served in this restaurant (choose all that apply)? Szechuan/Hunan, Cantonese
5. What is the customer base of this restaurant? Mainstream American

If you answered "Other," please specify:

N/A

- |    |   |              |
|----|---|--------------|
| 6. | Does the owner of this restaurant also own other Chinese restaurants? | Unknown      |
| 7. | How long has this restaurant been in business?                        | 1 to 5 years |
| 8. | Has this restaurant changed ownership within the last year?           | Unknown      |

If additional comments or explanation are needed for any of your answers in this section, please provide them here:

*This restaurant was established in 2006.*

## SHOPPER PROFILE

This section contains general information about the shopper.

### SP

- |    |   |    |
|----|---|----|
| 1. | Are you the owner, manager or an employee of a Chinese restaurant?                    | NA |
| 2. | Do you have a friend or relative who is the owner or manager of a Chinese restaurant? | NA |
| 3. | Do you consider yourself a Chinese food enthusiast?                                   | NA |

### D & A

- |    |   |     |
|----|---|-----|
| 1. | EXTERIOR AREAS: Was the exterior of the restaurant appealing and well maintained? | N/A |
| 2. | INTERIOR AREAS: Was the interior of the restaurant appealing and well maintained? | N/A |

Please explain your answers to the questions in this section:

*This was a takeout shop.*

## CLEANLINESS & SANITATION

This section assesses the restaurant's observance of sanitation standards.

### C & S 100.00% (40 of 40)

- |    |   |     |       |
|----|---|-----|-------|
| 1. | DINING AREA: Was the dining area clean and inviting?                              | 10  | 10/10 |
| 2. | TABLE: Were the plates, utensils, condiment containers and linens clean?          | 10  | 10/10 |
| 3. | RESTROOMS: Were the restrooms clean and stocked with adequate supplies?           | 10  | 10/10 |
| 4. | HEALTH DEPT: Was a Health Department Inspection Certificate posted in clear view? | Yes | 10/10 |
| 5. | STAFF: Did staff members dress neatly and practice good hygiene?                  | 10  | 10/10 |

Please explain your answers to all questions in this section:

*The staff member who served me wore clean blue jeans and a clean T-shirt. She was neatly groomed with good hygiene. The restaurant was spotless. It was decorated with top banners in the dining area. The tables, plates, utensils and condiments I observed in the dining area were clean and in good shape. The men's restroom was clean and fresh smelling. The overall condition of the facility was excellent.*

## SERVICE

This section assesses the level of service you received from the staff at this restaurant.

### SVC 100.00% (30 of 30)

Server/Order Taker's Name: Andrea

- |    |  |    |       |
|----|--|----|-------|
| 1. | DEMEANOR: Were staff members courteous and friendly?                                   | 10 | 10/10 |
| 2. | CUSTOMER SATISFACTION: Did staff members deliver good customer service?                | 10 | 10/10 |
| 3. | EFFICIENCY: Were staff members efficient when taking orders and delivering food items? | 10 | 10/10 |

Please explain your answers to all questions in this section:

*Andrea greeted me with a smile and eye contact. She was cordial and friendly when she took my order. The staff member gave me her complete attention as I placed my order.*

## FOOD

This section assesses the variety, presentation and taste of the food you ordered.

**FD**

**100.00% (22 of 22)**

1. VARIETY: Was a good variety of food items available at this restaurant? 5 5/5
2. PRESENTATION: Please list and rate the appearance of the food items you ordered:
  - A. List food item #1: Pork Fried Rice  
Rate appearance of food item #1: 4 4/4
  - B. List food item #2: General Tso's Chicken  
Rate appearance of food item #2: 4 4/4
  - C. List food item #3: Egg Roll  
Rate appearance of food item #3: 4 4/4
  - D. List food item #4: N/A  
Rate appearance of food item #4: N/A
3. TASTE: Please list and rate the taste/ flavor of the food items you ordered:
  - A. List food item #1: N/A  
Rate taste/ flavor of food item #1: N/A
  - B. List food item #2: N/A  
Rate taste/ flavor of food item #2: N/A
  - C. List food item #3: N/A  
Rate taste/ flavor of food item #3: N/A
  - D. List food item #4: N/A  
Rate taste/ flavor of food item #4: N/A

Describe the presentation and taste of each item you ordered. Give MANY specific details.

N/A
4. HEALTHY CHOICES: Rate the restaurant's ability/willingness to accommodate your healthy dining requests 5 5/5  

Please explain your answers to all questions in this section:

*The menu offered Steamed Shrimp or Chicken with mixed vegetables and Steamed Shrimp or Chicken with Broccoli. The combos were served with steamed brown or white rice with garlic sauce. The Pork Fried Rice was golden brown with pieces of pork and vegetables mixed into the dish. The Pork Fried Rice was delicious, and the perfect accompaniment to the meal. The General Tso's Chicken was crispy on the outside and tender on the inside. The large portions of battered, boneless chicken were deep fried to a crispy perfection. It was covered in a sweet and spicy glaze, which gave the chicken a great flavorful. The dish was hot and delicious. The Egg Roll was stuffed with vegetables, cabbage, shrimp and pieces of pork. The outside was crispy and fried to a golden brown. The Egg Roll was hot and had a great taste. All of the food was packaged in takeout containers. There were not any drips or leakage from any of the packages. When I opened the containers, the food was hot and fresh.*

### THE BOTTOM LINE

The Bottom Line is a qualitative category, which sums up the diner's experience.

**BL**

**100.00% (10 of 10)**

1. Choose one word to describe your experience at this location: Casual
2. How likely are you to recommend this restaurant to a friend or family member? 10 10/10  
Why?  

*The food was made fresh to order. It was served hot and tasty in a timely manner. The price and quantity of the food was a real bargain.*
3. What, if anything, would have made this experience better?  

*The parking could have been better for the restaurant.*

### GENERAL OBSERVATIONS

This section contains questions designed to show distinctions among restaurants competing in the same category.

1.	Did you see a "specialty dish" section on the menu?	Yes	1/1
2.	Did the restaurant offer a specialty drink/beverage/wine?	No	0/1
	If YES, please choose the specialty drink/beverage/wine offered:	N/A	
	If you answered "Other," please specify:	N/A	
3.	Rate the level of innovation and creativity in terms of restaurant concept/décor.	10	
4.	Rate the extent to which you felt the quality of this restaurant's menu offerings were a good value in comparison to the cost.	10	
5.	Rate the timeliness of the service.	10	
	How long did it take from the time you placed your order until you received it?	10 Minutes	
6.	Did this restaurant claim to use little or no MSG?	Yes	1/1
7.	Did you notice any awards or media coverage posted at this restaurant?	No	0/1
8.	Did this restaurant demonstrate that they used eco-friendly products and made an effort to save energy in any of the following ways?		
	A. Provided food take-out packaging made of biodegradable materials.	No	0/1
	B. Used energy-saving light bulbs.	Yes	1/1
	C. Claimed to use local produce or organic produce.	No	0/1
	D. Gave guests an option of different portion sizes to minimize food waste.	No	0/1


**Additional Comments and Narrative**

We have only asked specific service-oriented questions on this visit. If you have any additional information concerning this visit, you may tell us below. It can be on anything the client/partner would want to know to assist them in maintaining the best service in the industry.


N/A

**ATTACHMENTS**


Please scan your receipt and attach it here or fax it to the number provided in the Shopper Directions. This shop will not be accepted without a receipt.

 SBS\_304817357\_China Taste\_Receipt\_504-739-7988.jpg


Please obtain, scan and attach the first page of a menu.

 SBS\_304817357\_China Taste\_Menu\_504-739-7988.jpg

Your assignment requires that you take a digital photograph of the storefront with its signboard. Please attach the photo to the shop or attach it to an email and send it to your Client Services Manager.

 SBS\_304817357\_China Taste\_Photo\_504-739-7988.jpg

Please print your name, date, name of location and time of visit on each item. Please write legibly. Thank you!

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