

# Buffalo Wild Wings®

PROSTART INNOVATION CHALLENGE

## Interactive Student Activity Worksheet

This worksheet will guide your team through the Buffalo Wild Wings (BWW) Innovation Challenge. Use this to brainstorm, plan, and document your product concept, pricing, and marketing strategy.



### Product Selection

- ☐ Appetizer Slider
- ☐ Signature Sauce

### Team Building Activities

Assign each team member a role. Check off once assigned:

- ☐ Product Developer (Culinary Lead)
- ☐ Marketing & Promotions Lead
- ☐ Sales & Pricing Lead
- ☐ Customer Insights & Research Analyst (Optional)
- ☐ Operations & Feasibility Manager (Optional)



### PHASE 1: Know the Brand & Guest

Who are we making this for? What occasion is this for?

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How does this idea match the BWW brand?

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### PHASE 2: Identify the Need

What problem or gap does this solve?

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Why should this be on the menu right now?

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### PHASE 3: Create the Product

Product Name:

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Ingredients or Flavor Profile:

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Sketch or describe your product below:

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### PHASE 4: Price the Product

Estimate your ingredient costs and calculate menu price.

Ingredient

Estimated Cost (\$)

Quantity Used

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Target Food Cost %:

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Suggested Menu Price \$:

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### PHASE 5: Market and Promote

What makes this item exciting and worth trying?

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Where will you promote it? (Check all that apply)

☐ TikTok

☐ Instagram

☐ In-store signage

☐ Website

☐ Other: 

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## PHASE 6: Evaluate Your Idea

Why does this belong on the menu?

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Would you personally order it? Why or why not?

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### Final Deliverables Checklist

- ☐ Product name and description
- ☐ Ingredients or flavor profile
- ☐ Pricing and food cost estimate
- ☐ Marketing plan or promotional sample
- ☐ 3–5 sentence pitch on why this item belongs on the BWW menu

### Peer Review Feedback

Each team will exchange worksheets with another group and complete the peer review below. Provide constructive feedback based on the rubric criteria and include your name.

| Criteria     | Score (1–5) | Comments | Reviewer Name | Date |
|--------------|-------------|----------|---------------|------|
| Creativity   |             |          |               |      |
| Feasibility  |             |          |               |      |
| Presentation |             |          |               |      |
| Teamwork     |             |          |               |      |

### Instructor Review

Instructor Feedback and Scoring:

| Category                         | Score (out of 100) | Instructor Comments |
|----------------------------------|--------------------|---------------------|
| Strategic Fit (20 pts)           |                    |                     |
| Creativity & Appeal (20 pts)     |                    |                     |
| Feasibility (15pts)              |                    |                     |
| Pricing & Profitability (15 pts) |                    |                     |
| Marketing & Promotion (15 pts)   |                    |                     |
| Presentation (15 pts)            |                    |                     |

