

PROSTART INNOVATION CHALLENGE LESSON PLAN GUIDE

Buffalo Wild Wings® or DUNKIN'® Product Innovation Challenge

Learning Objectives

By the end of this project, students will be able to:

1. Develop an original Signature Seasonal Drink or Everyday Hero Drink (Dunkin') menu item or Appetizer Slider or Signature Sauce (BWW) concept aligned with a restaurant brand identity.
2. Apply food cost calculations to determine profitability and menu pricing.
3. Collaborate in teams to research, create, test, and present a culinary product prototype.
4. Communicate professional-level presentations simulating industry product development.
5. Reflect on how creativity, feasibility, and marketing drive restaurant success.

Curriculum Alignment

Aligned with ProStart Competencies Standards:

- CA 1.2: Demonstrate professionalism and teamwork in a culinary environment.
- CA 2.1: Apply principles of menu planning and development.
- CA 3.4: Calculate recipe yield and food cost percentages.
- CA 4.3: Apply culinary math for pricing and profitability.
- CA 5.1: Demonstrate creative food presentation and flavor development.
- CA 6.2: Analyze marketing and branding in the food service industry.
- CA 7.1: Present culinary products to an audience using professional communication.

Project-Based Learning Structure

Driving Question: How can our culinary team create a craveable, profitable, and on-brand menu item for Dunkin' or Buffalo Wild Wings that would attract guests and boost sales?

Phases (Aligned to the Case Study):

- Phase 1: Know the Brand & Guest (Day 1–2): Research brand identity, menu style, and audience.
- Phase 2: Identify the Need (Day 3): Define the menu gap or opportunity.
- Phase 3: Create the Product (Day 4–6): Develop and test recipes for a slider or sauce.
- Phase 4: Price the Product (Day 7): Calculate ingredient costs and menu pricing.
- Phase 5: Market and Promote (Day 8–9): Design promotional campaign and pitch materials.
- Phase 6: Present & Evaluate (Day 10): Final team presentations and tasting panel.



ASSESSMENT & FEEDBACK SAMPLE SCHEDULE OVERVIEW

Category	Criteria	Points
Strategic Fit	Brand alignment, guest targeting, and business rationale	20
Product Creativity & Appeal	Uniqueness, crave factor, presentation	20
Operational Feasibility	Simplicity, practicality, kitchen execution	15
Pricing & Profitability	Accurate cost and menu pricing, profit margin	15
Marketing & Promotion	Effective storytelling, modern promotion, visual design	15
Presentation Clarity	Organization, confidence, professional delivery	15

Day	Focus	Activities
Day 1	Brand & Guest Analysis	Research Dunkin' or BWW brand identity, discuss trends
Day 2	Customer Insights	Identify target demographics, summarize findings
Day 3	Define Menu Gap	Develop problem statement and team focus
Days 4–5	Product Ideation	Recipe development, sensory testing
Day 6	Recipe Refinement	Practice prep and presentation
Day 7	Pricing	Calculate food cost %, finalize menu price
Days 8–9	Marketing Plan	Create promotional materials, rehearse pitch
Day 10	Final Pitch	Present to judges, feedback & reflection

Materials & Resources

- ProStart–Inspire Brands Case Study (PDF)
 - Access to Dunkin' or BWW sample menus (online)
 - Culinary lab equipment & ingredients
 - Costing sheets and calculators
 - Canva or Google Slides for marketing materials
 - Rubric and reflection forms

Differentiation & Extensions

- Advanced students: Create both a Signature Seasonal Drink and Everyday Hero Drink (Dunkin') OR Appetizer Slider and Signature Sauce (BWW) to demonstrate versatility.
- Emerging learners: Focus on one role deeply (e.g., pricing or marketing).
- Cross-curricular links:
 - Math: Food costing and pricing models
 - Business/Marketing: Branding strategy
 - ELA: Writing persuasive presentations



